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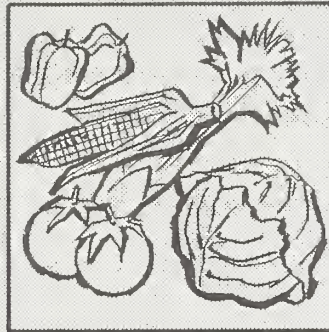
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ACREAGE-MARKETING GUIDES

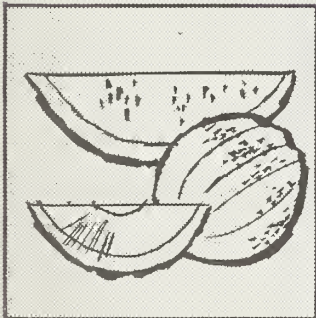
FEBRUARY 1961



SUMMER AND FALL VEGETABLES FOR FRESH MARKET

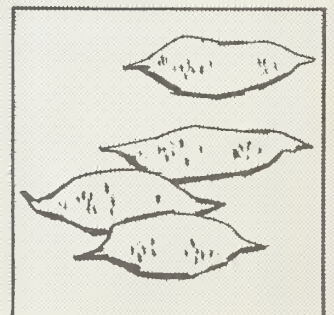


SUMMER MELONS



Agricultural Marketing Service AMG-18
UNITED STATES DEPARTMENT OF AGRICULTURE
Washington, D.C.

SWEETPOTATOES



FOREWORD

The acreage-marketing guides program is essentially a marketing advisory service for vegetable growers. The program is designed to help growers in appraising the markets for their commodities and developing a realistic planting and production schedule. The guides provide the latest information available concerning the market potential for potatoes and each major commercial vegetable crop and the acreage needed to produce a supply in balance with market requirements.

The guides are prepared by specialists who follow the markets for the different commodities closely throughout the year. They analyse the variations of the market, check production and market opportunities, interpret the past seasons and their meaning for the coming one. All factors affecting the supply and demand for vegetables are given due consideration.

On the basis of this continuous study of the market, specific acreage recommendations are prepared for each vegetable. These recommendations are the best possible estimates of the acreage needed to provide adequate supplies - enough to satisfy consumers' needs but not so much that prices get depressed and some of the crop goes to waste.

The guide for each commodity is presented in terms of a percentage change in acreage from the preceding year's acreage. Each grower can then apply this percentage change to his own operation and obtain his individual guide. The recommendations are reviewed before publication by representatives of various agencies in the Department with particular interest in the vegetable industry.

The fundamental concept behind the guides program is that, given the latest information available, the grower will make intelligent decisions for his and the industry's best interest. Compliance with the guides is voluntary. But when growers have kept acreage within the levels recommended by the Department, few marketing difficulties have been encountered.



Growth Through Agricultural Progress

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X 1961 Acreage-Marketing Guides

Summer and Fall Vegetables for Fresh Market

Summer Melons and Sweetpotatoes X

The basic objective of acreage-marketing guides is to bring about a needed change in planted acreage from that of the preceding year so that the resulting production will be in balance with market requirements. The performance of every vegetable producer has a bearing upon the ultimate market for a given commodity. Therefore, to improve prospects for a successful season, each grower should adjust his own acreage in accordance with the individual commodity guide. For example, when it is recommended that the 1961 acreage of early summer onions be reduced 5 percent from the acreage planted in 1960, every grower of early spring onions should reduce his plantings by 5 percent.

The recommended acreage adjustments necessarily assume normal weather conditions, usual planting schedules, and normal marketing patterns by commodities. The recommendations also assume average yields in recent years will be obtained. With these conditions, production from the guide acreages would provide adequate supplies for all normal outlets under prospective demand conditions.

I. 1960 REVIEW AND RECOMMENDATIONS FOR 1961

Summer Vegetables: The 1961 season was marked by below normal supplies during the early summer and ample to excessive supplies during the late summer. A cold, wet spring was the main factor in the distorted supply picture. Plantings were delayed several weeks and crops made slow progress through early June. Prices for such early summer vegetables as celery, sweet corn, cucumbers, onions and tomatoes averaged considerably above a year earlier. As harvests gained momentum during July and August, prices declined steadily. Average prices for most late summer vegetables were below the moderate levels of 1959. Acute marketing problems developed for celery and lettuce. Although state marketing orders for lettuce were operated in California and Colorado, they were ineffective in stabilizing markets because of extremely large supplies available. Producers of late summer onions fared well early in the season but as harvest became widespread, markets were glutted; a distress situation prevailed into mid-January, 1961. In the East and Midwest vegetable harvests continued much later than usual and created additional marketing problems for fall crop producing areas. Not all commodities encountered unfavorable markets. Returns were good for summer beets and snap beans and relatively high for sweet corn. The early summer sweet corn crop was short and provided an opportune opening for a record-large late summer crop.

The 1961 aggregate acreage guide for summer vegetables is a planted acreage 1 percent less than in 1960. With average yields, production in 1961 would be 10 percent less than in 1960.

Summer Melons: An overly abundant supply of melons was available during most of the summer of 1960. The early summer crop of cantaloups was small,

continuing the sharp downward trend of recent years. But the mid-summer crop was record large. Plantings of this crop were sharply higher than a year earlier and potential supplies were excessive. Growers in California were forced to restrict harvesting to the top quality and preferred sizes in order to prevent a market glut. Watermelons also were in surplus during 1960. The situation developed from a slight increase in production and, more important, a severe overlap with other seasonal watermelon crops. Total watermelon production in 1960 was 4 percent larger than the small production in 1959, with most of the increase in the late season supply. Normally only minor problems would occur in marketing such a crop. But the preceding spring crops were very late, harvests extended well into the summer and prices were depressed.

The 1961 guide recommends an acreage of cantaloups 6 percent less than 1960 and a watermelon acreage 3 percent less. Production of cantaloups in 1961 would be 1 percent below 1960 and watermelons down 5 percent.

Fall Vegetables: Abnormal marketing patterns occurred for most fall season vegetables in 1960. Hurricane Donna caused extensive losses along the East Coast. While much of the acreage was replanted, crops were far behind schedule. Then extended heavy rains caused further losses and delays, particularly in Florida. Relatively small crops of sweet corn, eggplant, peppers and late fall tomatoes sold at high prices. But growers received low prices for cucumbers because of burdensome supplies and considerable bunching of harvests. The acreage of fall cucumbers, particularly in Virginia and Florida, has been trending sharply upward and marketing problems have been frequent. California growers had difficulty in selling their carrot, celery and tomato crops. Carrots and celery run into trouble almost every year, reflecting potentially large supplies available. The marketing problem for tomatoes in 1960 was due to heavier competition from unusually extended harvests of summer crops in the Midwest and East. Cabbage also encountered a distress market; low prices prevailed throughout the fall months. In the aggregate prices received for 1960 fall vegetables were 25 percent below a year earlier but about equal to the 1947-49 average. The guides for 1961 recommend a total acreage 2 percent below 1960. With average yields, 1961 production would be 3 percent less than in 1960.

Sweetpotatoes: Reacting to low prices in 1959, growers reduced acreage sharply in 1960. The result was a crop 17 percent less than in 1959 and the smallest since 1881. Low prices were received by growers in the Tri-state area of Maryland, New Jersey-Virginia where the combined production exceeded 1959 and the bulk of the crop moved to market during the fall. However, in the states with ample storage facilities, shipments held to a light but steady pace and high prices prevailed throughout the 1960-61 marketing season.

Specific acreage guide recommendations for each commodity are as follows:

Commodity	: Percentage change in 1961 planted : acreage compared with 1960 <u>Percent</u>
<u>Summer Vegetables</u>	
Beans, Lima	No change
Beans, Snap	No change
Beets	No change
Cabbage (early)	No change
Cabbage (late)	No change
Carrots (early)	No change
Carrots (late)	No change
Cauliflower	No change
Celery (early)	No change
(late)	No change
Corn, Sweet (early)	Plus 5
Corn, Sweet (late)	No change
Cucumbers (early)	Minus 5
Cucumbers (late)	No change
Eggplant	No change
Lettuce	California: Minus 20
	All other states Minus 5
Onions (early)	Minus 5
Onions (late)	N. Y., Colo., Idaho and Oregon: Minus 10
	All other states: Minus 5
Peas, Green	No change
Peppers, Green (early)	Plus 5
Peppers, Green (late)	No change
Spinach	No change
Tomatoes (early)	Plus 10
Tomatoes (late)	No change
<u>Summer Melons</u>	
Cantaloups (early)	Plus 5
Cantaloups (mid)	California: Minus 15
	All other states: No change
Cantaloups (late)	No change
Watermelons (early)	Texas: Minus 5
	All other states: No change
Watermelons (late)	Virginia: Minus 30
	All other states: Minus 5

Specific acreage guide recommendations for each
commodity are as follows:
(Continued)

Commodity	: Percentage change in 1961 planted : acreage compared with 1960 <u>Percent</u>
<u>Fall Vegetables</u>	
Beans, Snap (early)	No change
Beans, Snap (late)	Plus 10
Broccoli	Minus 5
Cabbage (early, fresh and processing)	Minus 5
Cabbage (late)	Minus 5
Carrots (early)	No change
Carrots (late)	No change
Cauliflower (early)	No change
Cauliflower (late)	Minus 5
Celery (early)	No change
(late)	Minus 10
Corn, Sweet	No change
Cucumbers (early)	Virginia and South Carolina: Minus 10 All other states: No change
Cucumbers (late)	Minus 10
Eggplant	No change
Lettuce (early)	No change
Lettuce (late)	Minus 5
Peppers, Green	No change
Spinach (early)	No change
Spinach (late)	No change
Tomatoes (early)	Minus 5
Tomatoes (late)	Plus 10
Sweetpotatoes	Virginia: No change All other states: Plus 10

II. DEMAND FOR VEGETABLES IN THE SUMMER AND FALL OF 1960

The demand for fresh vegetables is expected to be high in the last half of 1961. Indications are that economic activity will pick-up later in 1961. Consumers' demands for food will continue strong and expenditures should increase. Prices received by growers for vegetables will depend largely on the volume and quality of production and timeliness of harvest.

Economic activity in the last half of 1960 slackened from the record high level attained in the spring of 1960. At the year's end, there was a rough balance of the forces making for economic expansion and those for decline. This balance may persist for some months but as the year progresses there should be some renewal of expansion.

Largely responsible for the decline in the economy were developments in the private investment sector. Inventories were accumulated at a rapid rate in the first half of 1960, reflecting partly a rebuilding of stocks of steel and steel products depleted during the 1959 steel strike. However, the rate of build-up reflected an excessive rate of accumulation in relation to final demand, and business reduced its demand for goods in order to work down inventories.

Complementing the inventory changeover in 1960 was a slowdown in construction. Outlays for residential construction have trended downward since early 1959, substantially due to a tight mortgage credit situation. Further reductions in 1960 were relatively small but expenditures at year-end were still below a year earlier. With investment in inventories and construction lagging, the flow of income to consumers tapered off as weakness in these sectors was reflected in declines in industrial production and the rate of employment. Nevertheless, personal income in the last quarter of 1960 was record high.

As 1961 progresses, prospective increases in Government expenditures, consumer buying, and residential construction should more than counterbalance some decline in business investment in new plant and equipment.

In the Government sector, a significant step up is in prospect for outlays for national defense. Expenditures by State and local governments will rise because of higher construction outlays for highways and other facilities and increased compensation for employees.

Outlays for new private construction should rise from the 1960 level as purchase terms have been made easier and mortgage funds have become more readily available. Current high vacancy rates, however, will tend to hold down somewhat new starts of single and multi-units. Consumer expenditures for soft goods and services should increase, particularly for food. The growth in population of about 3 million persons a year provides a tremendous boost to requirements for nondurable goods. The outlook for durable goods is not altogether bright. But with the current savings rate unusually high, the pause in consumer buying is likely to give way to enlarged spending.

The outlook for business investment in new plant and equipment is less optimistic, but the expected pickup in consumer expenditures should start being reflected in producers' investment decisions later in 1961.

III. PRODUCTION AND MARKETING MATERIALS AND FACILITIES

Production Materials: Farm machinery, trucks, repair parts and fuels should continue in plentiful supply. Supplies of fertilizer will be adequate. However, the need for the variety of materials demanded in an industry growing in complexity may create local shortages of specialized forms. Ample supplies of established kinds of insecticides, fungicides, and weed killers will be available. Newer materials, often developed for special purposes, may be in limited supply.

Indications are that the supply of all types of containers and protective wrapping materials for harvesting, transporting, and marketing the 1961 vegetable crop will be adequate. There is ample inventory and production capacity in the container industries to meet all requirements.

Manpower: Farm manpower in 1961 will be influenced by these characteristics: (1) An adequate over-all supply; (2) mechanization developments will increase in more crops, either on an experimental or operational basis, which in turn will decrease worker needs and alter the migratory farm worker pattern; (3) gradually increasing wage rates of farm workers; (4) demands from a variety of sources to improve the working and living conditions of farm workers; and (5) an intensified effort of the State Employment Services to maximize the use of available domestic farm workers. Qualified year-round farm workers continue in short supply in most states.

IV. SURPLUS REMOVAL

It is the policy of the U. S. Department of Agriculture to limit surplus removal assistance for vegetables to those areas where there has been substantial compliance with the Department's acreage-marketing guides. However, compliance with the guides program does not commit the Department to provide assistance for any commodity or area. By providing the available marketing information, the Department attempts to aid the industry in bringing supplies in balance with market requirements and avoid marketing difficulties. Before planting time, growers and processors should take measures to evaluate carefully their potential outlets.

V. CANNED AND FROZEN VEGETABLES

Supplies of canned and frozen vegetables for 1960-61 are slightly below last season and are about in balance with market requirements. During the summer of 1961 most items are likely to be in moderate supply. They will, however, be adequate to maintain their position in the market. The competitive situation during the fall of 1961 will depend on the adjustments made by processors in their 1961 packs. The Department's guides for vegetables for processing in 1961 are published in a separate booklet. The recommendations are summarized in the following table:

1961 Acreage-Marketing Guides For
Vegetables For Processing

Commodity	:	Percentage Change in 1961 Planted Acreage Compared with 1960 (Percent)
Beans, Lima (For Canning)		No change
(For Freezing)		No change
Beans, Snap (For Canning)		Minus 5
(For Freezing)		Minus 10
Beets		Plus 10
Cabbage for Kraut <u>1/</u>		
Corn, Sweet (For Canning)		Plus 8
(For Freezing)		Minus 5
Cucumbers for Pickles		No change
Peas, Green (For Canning)		Plus 10
(For Freezing)		Plus 10
Spinach		Minus 5
Tomatoes		Plus 5

1/ Included in total early fall crop (fresh market and kraut combined)

Summer Vegetables: 1961 Planted Acreage Guide with Comparisons

Commodity	Planted Acreage					Percent Acreage Guide is of:			
	: 1961	: 1960	: 1954-58	: 1949-53	: 1960	: 1954-58	: 1949-53		
	: Guide	: Prel.	: 1959	: Average	: Average	: Prel.	: 1959	: Average	: Average
	- - - - - 1,000 acres - - - - -					- - - - - percent - - - - -			
Beans, Lima	9.4	9.4	8.9	9.9	14.4	100	106	95	65
Beans, Snap	37.0	37.0	37.6	39.7	43.8	100	98	93	84
Beets	1.6	1.6	1.6	1.8	2.0	100	100	89	80
Cabbage									
Early	8.0	8.0	8.2	8.4	9.4	100	98	95	85
Late	19.1	19.1	18.8	20.0	21.5	100	102	96	89
Carrots									
Early	6.5	6.5	7.4	7.3	6.7	100	88	89	97
Late	4.1	4.1	4.1	4.5	4.5	100	100	91	91
Cauliflower	3.8	3.8	4.2	4.6	5.5	100	90	83	69
Celery									
Early	4.4	4.4	4.7	4.6	4.3	100	94	96	102
Late	2.5	2.5	2.6	3.0	4.3	100	96	83	58
Corn, Sweet									
Early	43.5	41.4	46.4	44.2	53.7	105	94	98	81
Late	104.0	104.0	104.8	103.4	108.0	100	99	101	96
Cucumbers									
Early	6.5	6.8	6.8	7.1	6.8	96	96	92	96
Late	6.0	6.0	6.1	6.8	6.9	100	98	88	87
Eggplant	1.5	1.5	1.6	1.2	1.7	100	94	125	88
Lettuce	44.3	52.4	49.8	43.6	38.5	85	89	102	115
Onions									
Early	11.0	11.6	14.3	9.0	7.2	95	77	122	153
Late	54.5	59.0	61.0	59.2	66.3	92	89	92	82
Peas, Green	1.8	1.8	1.8	3.0	5.8	100	100	60	31
Peppers, Green									
Early	8.0	7.6	8.6	9.3	8.9	105	93	86	90
Late	16.1	16.1	17.1	15.3	12.7	100	94	105	127
Spinach	2.4	2.4	2.0	1.4	1.5	100	120	171	160
Tomatoes									
Early	48.6	44.2	49.8	49.4	47.4	110	98	98	103
Late	35.9	35.9	35.5	37.0	38.8	100	101	97	93
Total	480.5	487.1	503.7	493.7	520.6	99	95	97	92

Summer Vegetables: 1961 Probable Production with Comparisons

Commodity	P R O D U C T I O N 2/					:Probable Production from			
						:Acreage Guide as Percent of:			
	: 1961 1/	: 1960	: 1954-58	: 1949-53	: 1960	: 1954-58	: 1949-53		
	: Guide	: Prel.	: 1959	: Average	: Average	: Prel.	: 1959	: Average	: Average
	- - - - - 1,000 tons - - - - -					- - - percent - - -			
Beans, Lima	11.6	13.2	10.6	12.1	18.4	88	109	96	63
Beans, Snap	71.1	72.8	75.6	72.5	76.6	98	94	98	93
Beets	12.3	12.3	12.8	14.2	18.0	100	96	87	68
Cabbage									
Early	73.4	80.4	78.4	74.6	75.2	91	94	98	98
Late	175.1	190.4	177.5	173.0	185.6	92	99	101	94
Carrots									
Early	87.1	95.9	94.4	97.4	84.4	91	92	89	103
Late	36.7	41.6	36.8	39.4	34.4	88	100	93	107
Cauliflower	31.2	34.7	28.7	36.6	36.0	90	109	85	87
Celery									
Early	93.6	96.2	103.4	89.7	72.9	97	91	104	128
Late	38.0	41.0	39.0	43.8	61.4	93	97	87	62
Corn, Sweet									
Early	132.2	130.0	150.8	117.3	115.4	102	88	113	115
Late	306.2	316.6	305.9	283.4	277.8	97	100	108	110
Cucumbers									
Early	26.6	30.0	25.8	26.1	24.0	89	103	102	111
Late	25.0	23.9	20.8	27.1	27.6	105	120	92	91
Eggplant	8.5	9.8	9.6	6.6	7.6	87	89	129	112
Lettuce	407.4	495.9	412.6	401.6	341.8	82	99	101	119
Onions									
Early	103.8	126.8	108.8	87.1	54.7	82	95	119	190
Late	823.6	936.8	930.6	839.0	824.5	88	89	98	100
Peppers, Green									
Early	13.6	13.0	14.5	15.8	13.6	105	94	86	100
Late	66.2	71.9	75.6	58.0	47.7	92	88	114	139
Spinach	4.7	6.4	4.5	2.8	2.9	73	104	168	162
Tomatoes									
Early	238.2	260.6	261.6	222.5	201.4	91	91	107	118
Late	177.6	179.0	162.7	180.8	204.6	99	109	98	87
Total	2,966.6	3,282.6	3,144.2	2,926.0	2,814.5	90	94	101	105

1/ Computed: Planted acreage guides for 1961 summer vegetables less normal abandonment times average yield.

2/ Includes some quantities not marketed. See individual tables for particulars.

Summer Melons: 1961 Planted Acreage Guide with Comparisons

Commodity	Planted Acreage				Percent Acreage Guide is of:			
	1960	1960	1954-58	1949-53	1960	1954-58	1949-53	1949-53
Guide	Prel.	1959	Average	Average	Prel.	1959	Average	Average
----- 1,000 acres ----- percent -----								
Cantaloups								
Early	18.4	17.5	20.2	24.0	105	91	86	77
Mid	61.2	67.6	60.0	50.2	91	102	111	122
Late	15.0	15.0	13.8	14.4	100	109	109	104
Watermelons								
Early	305.3	312.3	305.0	289.4	98	100	88	105
Late	32.0	36.4	31.0	21.1	88	103	113	152
Total	431.9	448.8	430.0	399.1	96	100	93	108

Summer Melons: 1961 Probable Production with Comparisons

Commodity	Production 2/				Probable Production from Acreage Guide as Percent of:			
	1961 1/	1960	1954-58	1949-53	1960	1954-58	1949-53	1949-53
Guide	Prel.	1959	Average	Average	Prel.	1959	Average	Average
----- 1,000 tons ----- percent -----								
Cantaloups								
Early	46.0	49.1	49.9	92.9	94	92	82	50
Mid	343.2	347.4	320.8	227.6	99	107	117	151
Late	59.8	55.6	59.0	56.0	108	101	107	107
Watermelons								
Early	906.8	933.4	916.5	900.2	97	99	89	101
Late	184.6	219.4	189.6	106.2	84	97	116	174
Total	1,540.4	1,604.9	1,535.8	1,382.9	96	100	97	111

1/ Computed: Planted acreage guides for 1961 summer melons less normal abandonment, times average yield.

2/ Includes some quantities not marketed. See individual tables for particulars.

Fall Vegetables: 1961 Planted Acreage Guide with Comparisons

Commodity	Planted Acreage					Percent Acreage Guide is of:				
	1961	1960	1954-58	1949-53	1960	1954-58	1949-53	1960	1954-58	1949-53
	Guide	Prel.	1959	Average	Average	Prel.	1959	Average	Average	Average
	1,000 acres					percent				
Beans, Snap										
Early	15.4	15.4	15.1	16.1	21.7	100	102	96	71	
Late	14.4	13.1	16.8	19.5	25.6	110	86	74	56	
Broccoli	23.5	24.8	23.4	23.0	21.9	95	100	102	107	
Cabbage										
Early 2/	36.8	38.7	37.8	1/	1/	95	97	-	-	
Late	3.2	3.4	3.2	4.2	4.6	94	100	76	70	
Carrots										
Early	17.0	17.0	17.6	20.0	19.9	100	97	85	85	
Late	8.4	8.4	9.4	10.0	9.5	100	89	84	88	
Cauliflower										
Early	7.9	7.9	8.8	8.3	9.4	100	90	95	84	
Late	6.8	7.2	6.8	5.5	6.0	94	100	124	113	
Celery										
Early	2.1	2.1	2.6	3.1	4.4	100	81	68	48	
Late	7.1	7.9	7.3	7.6	8.3	90	97	93	86	
Corn, Sweet	9.8	9.8	10.8	9.4	4.3	100	91	104	228	
Cucumbers										
Early	6.3	6.7	6.4	5.8	4.0	94	98	109	158	
Late	5.8	6.4	6.7	5.8	4.7	91	87	100	123	
Eggplant	1.4	1.4	1.8	1.5	1.5	100	78	93	93	
Lettuce										
Early	34.6	34.6	32.0	41.4	46.9	100	108	84	74	
Late	22.2	23.4	22.5	17.5	12.9	95	99	127	172	
Peppers, Green	6.7	6.7	6.9	7.3	7.7	100	97	92	87	
Spinach										
Early	6.2	6.2	6.4	6.2	7.8	100	97	100	79	
Late	2.5	2.5	2.8	2.8	4.1	100	89	89	61	
Tomatoes										
Early	20.9	22.0	20.8	20.3	17.6	95	100	103	119	
Late	11.4	10.4	11.9	15.2	22.0	110	96	75	52	
Total	270.4	276.0	277.8 3/	250.5 3/	264.8	98	97 3/	93 3/	88	

- 1/ Not available.
 2/ Includes processing.
 3/ Early fall cabbage not included.

Fall Vegetables: 1961 Probable Production with Comparisons

Commodity	P R O D U C T I O N 2/					: Probable Production from			
						: Acreage Guide as Percent of:			
	: 1961 1/	: 1960	: 1954-58	: 1949-53	: 1960	: 1954-58	: 1949-53		
	: Guide	: Prel.	: 1959	: Average	: Average	: Prel.	: 1959	: Average	: Average
	- - - - - 1,000 tons - - - - -					- - - - - percent - - - - -			
Beans, Snap									
Early	30.7	25.2	28.0	31.8	38.2	122	110	97	80
Late	21.6	22.5	17.0	28.8	23.6	96	127	75	92
Broccoli	52.4	53.4	45.2	51.6	50.6	98	116	102	104
Cabbage									
Early 4/	434.6	464.2	380.7	3/	3/	94	114	-	-
Late	18.1	17.8	16.6	19.4	27.2	102	109	93	67
Carrots									
Early	211.0	241.4	212.8	224.0	231.9	87	99	94	91
Late	112.2	117.6	138.6	177.5	111.9	95	81	63	100
Cauliflower									
Early	60.4	61.0	45.4	61.2	74.4	99	133	99	81
Late	54.8	59.4	52.7	43.8	44.2	92	104	125	124
Celery									
Early	26.4	30.2	28.9	38.6	56.0	87	91	68	47
Late	145.2	148.1	146.0	156.4	131.0	98	99	93	111
Corn, Sweet	23.8	20.8	25.0	27.0	9.8	114	95	88	243
Cucumbers									
Early	25.6	26.8	26.1	23.4	17.8	96	98	109	144
Late	29.0	34.5	27.2	29.4	18.8	84	107	99	154
Eggplant	5.8	4.0	5.2	5.9	4.0	145	112	98	145
Lettuce									
Early	244.0	236.1	235.0	289.2	286.4	103	104	84	85
Late	155.4	160.4	161.2	112.7	81.6	97	96	138	190
Peppers, Green	17.2	17.2	16.8	17.4	15.2	100	102	99	113
Spinach									
Early	17.0	14.3	15.2	16.8	24.4	119	112	101	70
Late	4.8	5.6	3.8	5.2	6.3	86	126	92	76
Tomatoes									
Early	170.4	181.5	187.2	166.2	128.2	94	91	103	133
Late	51.0	38.5	36.0	65.6	47.7	132	142	78	107
Total	1,911.4	1,980.5	1,850.6	5/ 1,591.9	5/ 1,429.2	97	103	93	103

1/ Computed: Probable production from acreage guides for 1961 fall vegetables, less normal abandonment times average yield.

2/ Includes quantities not marketed - see individual statements for particulars.

3/ Not available.

4/ Includes processing.

5/ Early fall cabbage not included.

1961 Acreage-Marketing Guides
Summer Vegetables

Lima Beans - Summer

(New York, New Jersey, Maryland, North Carolina, and Georgia)

Year	: Acreage :	Yield :	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price :	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and Probable Production

(planted acreage equal to 1960)	9,400	1/ 25	233
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Background Statistics

1960 Prel.	9,400	9,400	28	263	7.83	2,058
1959	8,900	8,900	24	213	9.45	2,012
1954-58 Average	9,944	9,830	25	242	8.00	1,939
1949-53 "	14,384	14,124	26	2/ 369	7.79	2,806

1/ 1955-59 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 9 in 1949 and 13 in 1950.

Comparisons and Comments: The long-term decline in lima bean acreage for summer harvest has subsided in recent years. Since 1957, there has been no definite trend in acreage and, in 1960, summer plantings were 6 percent above the preceding year. Increases in Georgia and North Carolina, the leading producing states, offset minor acreage cutback elsewhere in the seasonal group. High yields were general as each state except New York exceeded 1959 yield levels. Total production for the seasonal group turned out 23 percent larger than in 1959 and 9 percent above the 1954-58 average. The larger production was reflected in the low average prices received by growers. The season average price in 1960 was substantially below that of the preceding year in spite of a relatively light supply of competing canned and frozen limas. Current indications point to larger processed supplies in 1961 and no increase in demand for fresh limas. A planted acreage equal to 1960 should provide ample supplies for market requirements.

1961 Guide: The 1961 guide is a planted acreage equal to 1960. Such an acreage, with a normal abandonment of 1 percent and a 1955-59 average yield will result in a production 11 percent less than in 1960 and 4 percent below the 1954-58 average.

1961 Acreage-Marketing Guides
Summer Vegetables

Snap Beans - Summer

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York (L.I.),
New York, Pennsylvania, Ohio, Illinois, Michigan, Virginia, North Carolina,
Georgia, Tennessee, Alabama and Colorado)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: : : Price :	: : : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and
Probable Production

(planted acreage equal
to 1960)

37,030

1/ 40

1,422

Background Statistics

1960 Prel.	37,030	35,330	41	1,455	8.07	11,746
1959	37,600	36,850	41	1,513	7.77	11,402
1954-58 Average	39,740	38,100	38	1,450	7.67	10,892
1949-53 "	43,790	42,320	36	1,532	7.91	11,923

1/ 1956-59 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 18 in 1949, 19 in 1950, 19 in 1951, 9 in 1953,
41 in 1955, 50 in 1956, 24 in 1957, 36 in 1958, and 46 in 1959.

Comparisons and Comments: The slight reduction in acreage in 1960 occurred in the principal midwestern and southern states. Crops in many areas were planted late and developed slowly because of wet, cool weather. Yields and quality in some areas were affected by a lack of adequate moisture during June and early July. Also, late season rains were detrimental. Production was a little less than 1959 but about equal to the 1954-58 average. Market prices were moderately higher than the low levels of 1959 as harvest became active in early July; then held steady as offerings reached a peak in late August. Prices improved for late season supplies as early fall production was slow in reaching volume. Competition of the fresh product with the processed will continue to be important in 1961. There is increasing consumer acceptance of processed snap beans and relatively large canned and frozen supplies will be available. A 1961 acreage for fresh market equal to that in 1960 should result in a production adequate for normal requirements in all areas.

1961 Guide: The 1961 guide is a planted acreage equal to 1960. Such an acreage, with normal abandonment of 4 percent and a 1956-59 average yield, will result in a production 2 percent less than in 1960 and 2 percent less than the 1954-58 average.

1961 Acreage-Marketing Guides
Summer Vegetables

Beets - Summer

(New Jersey and Pennsylvania)

Year	: Acreage :		Yield :		: Price :		Value
	:Planted:	For Harvest:	Per Acre	Production:	(\$ per	(\$1,000)	
	(acres)		(cwt.)	(1,000 cwt.)	(cwt.)		
1961 Acreage Guide and Probable Production							
(planted acreage equal to 1960)	1,550		1/ 159	246			
Background Statistics							
1960 Prel.	1,550	1,550	159	246	3.17		779
1959	1,650	1,650	155	255	2.89		736
1954-58 Average	1,790	1,770	159	283	2.96		831
1949-53 "	2,030	2,030	177	360	2.62		927
1/ 1954-58 average yield.							

Comparisons and Comments: Following World War II, producers of beets for fresh market sale encountered a steadily diminishing outlet for their product. Shifts in consumers' desires to canned beets, as well as to other vegetables, were major influences. Production of summer season beets declined nearly 54 percent from 1946 to 1959. An additional contributing factor to the decline was the encroachment of urban development on producing areas in Pennsylvania. Acreage in Pennsylvania declined again in 1960, with plantings being record low. No change occurred in New Jersey. The total summer crop in 1960 was 4 percent less than in 1959 and 13 percent less than the 1954-58 average. Marketings followed a normal pattern, starting in late May and continuing in moderate volume into the early fall. Prices generally were favorable and averaged moderately above a year earlier. Competing supplies of canned beets were below the excessive levels of 1959. Current indications are that processed supplies available through the summer of 1961 will show a further slight reduction. Growers should be able to market in 1961 a crop about in line with that in recent years. A planted acreage equal to 1960 would furnish sufficient supplies for the indicated market demand.

1961 Guide: The 1961 guide is a planted acreage equal to 1960. Such an acreage, with no abandonment and a 1954-58 average yield, will result in a production equal to 1960.

1961 Acreage-Marketing Guides
Summer Vegetables

Cabbage - Early Summer

(Massachusetts, Rhode Island, Connecticut, New York, (Long Island),
New Jersey, Ohio, Minnesota and Virginia)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and
Probable Production

(planted acreage equal
to 1960)

8,050

1/ 186

1,467

Background Statistics

1960 Prel.	8,050	7,900	204	1,608	2.18	3,508
1959	8,250	8,050	195	1,567	2.59	4,060
1954-58 Average	8,404	8,204	182	2/ 1,491	2.14	3,166
1949-53 "	9,404	9,194	164	2/ 1,503	2.53	3,572

1/ 1955-59 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 286 in 1950, 43 in 1951, and 40 in 1958.

Comparisons and Comments: The 1960 early summer cabbage crop was 3 percent larger than that of 1959 and 8 percent above the 1954-58 average. Harvested acreage for the seasonal group was slightly smaller than in 1959 as an 8 percent increase in New Jersey was offset by minor cutbacks in several other states. Conditions were generally favorable for crop development except for scattered inadequate rainfall in Ohio and New England. Yields for the seasonal group averaged above the record set in 1959 and 12 percent higher than the 1954-58 average. Lagging late spring supplies overlapped early offerings and prices opened at only moderate levels. As shipments picked up from competing areas, prices quickly fell to low levels. They continued low through the remainder of the season as large late summer and early fall crops offered no incentive for increase. Season average prices were considerably below the preceding year but about equal to the 1954-58 average. With average yields and normal abandonment in 1961, a planted acreage equal to 1960 would produce a moderately smaller crop. With a normal marketing pattern, a crop of this size should provide ample supplies for a balanced market.

1961 Guide: The 1961 guide is a planted acreage equal to 1960. Such an acreage, with a normal abandonment of 2 percent and a 1955-59 average yield, will result in a production 9 percent less than in 1960.

1961 Acreage-Marketing Guides
Summer Vegetables

Cabbage - Late Summer

(Pennsylvania, Indiana, Illinois, Iowa, North Carolina, Georgia,
Colorado, Washington and California)

Year	: Acreage :		Yield :		: Price :		Value
	:Planted:	For Harvest:	Per Acre	:Production:	(\$ per	(\$1,000	
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)		

1961 Acreage Guide and
Probable Production

(planted acreage equal
to 1960)

19,100

1/ 189

3,502

Background Statistics

1960 Prel.	19,100	18,400	207	3,807	1.67	6,375
1959	18,850	18,450	192	3,550	2.26	8,036
1954-58 Average	19,960	19,186	180	2/ 3,459	1.82	6,180
1949-53 "	21,542	21,038	176	2/ 3,711	1.99	7,198

1/ 1956-59 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 412 in 1950, 164 in 1955 and 54 in 1956.

Comparisons and Comments: Late summer cabbage growers turned out a large crop in 1960. Production was 7 percent greater than in 1959 and 10 percent above the 1954-58 average. Planting increases in North Carolina, Illinois, and Georgia overshadowed reductions in some other areas, and total acreage was slightly more than in 1959. Except for hot weather in Washington and excessive rainfall in Georgia, growing conditions were exceptionally favorable for late summer cabbage. The seasonal group registered a record average yield which compounded the effect of expanded acreage. Early summer supplies overlapped marketings at the beginning of the shipping season, and a large early fall crop presented strong competition near the end of the season. Market prices were low throughout the season. Season average prices were substantially below average in the East and Midwest and moderately below in the West. An equal acreage in 1961 would provide ample supplies for market requirements.

1961 Guide: The 1961 guide is a planted acreage equal to 1960. Such an acreage, with normal abandonment and a 1956-59 average yield, will result in a production 8 percent less than in 1960.

1961 Acreage-Marketing Guides
Summer Vegetables

Carrots - Early Summer

(California)

Year	: Acreage	: Yield	:	:	:
	:Planted:	For Harvest:	Per Acre	Production:	Price : Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1961 Acreage Guide and
Probable Production

(planted acreage equal
to 1960)

6,500

1/ 268

1,742

Background Statistics

1960 Prel.	6,500	6,500	295	1,918	4.44	8,512
1959	7,400	7,400	255	1,887	4.08	7,693
1954-58 Average	7,340	7,340	266	1,948	4.58	8,920
1949-53 "	6,680	6,680	255	1,688	3.92	6,613

1/ 1956-59 average yield.

Comparisons and Comments: The California early summer crop is the principal source of fresh market carrots from late May through August. In 1960, growers reduced acreage by 12 percent from 1959; however, yields were considerably above the low levels of 1959 when unfavorable market conditions restricted harvesting. The improvement in yields offset acreage cutback. And the crop turned out 2 percent larger than in 1959. Shipments got underway in late May, returning prices moderately higher than a year earlier. Market prices reached the highest levels of the season during July but fell off to low levels toward the end of the season as supplies increased from other areas with more favorable market proximity. The season average price to growers was above the low return of 1959 but slightly below the 1954-58 average. Experiences of recent years indicate that an acreage about equal to that of 1960 is sufficient to amply supply market requirements. Under normal conditions, such an acreage in 1961 would turn out a crop moderately below that of 1960.

1961 Guide: The 1961 guide is a planted acreage equal to 1960. Such an acreage, with no abandonment and a 1956-59 average yield will result in a crop 9 percent less than in 1960.

1961 Acreage-Marketing Guides
Summer Vegetables

Carrots - Late Summer

(Massachusetts, New Jersey, Ohio and Colorado)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: : : Price :	: : : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1961 Acreage Guide and Probable Production (planted acreage equal to 1960)	4,070	1/ 194	734		
<u>Background Statistics</u>					
1960 Prel.	4,070	3,950	211	832	3.91 3,251
1959	4,060	3,850	191	736	3.56 2,617
1954-58 Average	4,546	4,200	188	788	3.15 2,470
1949-53 "	4,470	4,060	170	689	3.11 2,123
1/ 1956-59 average yield.					

Comparisons and Comments: Planted acreage in 1960 was slightly larger than that of 1959 as an increase in Massachusetts offset a reduction in Ohio. The Colorado crop got a late start but generally favorable growing conditions prompted above-average yields in most states and a record yield for the group. Production was 13 percent larger than in 1959 and 6 percent above the 1954-58 average. Late summer carrot marketing usually begins in July and extends into the fall months. Large quantities are normally available from California throughout this period. Early fall marketings are also available during the latter half of the season. Supplies were ample throughout the season in 1960, and a large early fall crop proved to be a burden. Prices were moderate until the latter part of the season. Season average prices were above the levels of the preceding year and average. Even though late summer growers have location advantage, they must expect intensive competition from western supplies in most years. Under normal circumstances, an acreage in 1961 equal to that of 1960 should provide a crop in balance with market requirements.

1961 Guide: The guide is a planted acreage equal to 1960. Such an acreage, with a normal abandonment of 7 percent and a 1956-59 average yield will result in a production 12 percent less than in 1960.

1961 Acreage-Marketing Guides
Summer Vegetables

Cauliflower - Summer

(New York, Colorado and Washington)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1961 Acreage Guide and
Probable Production

(planted acreage equal
to 1960)

3,750

1/ 177

624

Background Statistics

1960 Prel.	3,750	3,550	195	694	3.39	2,356
1959	4,250	3,700	155	574	3.35	1,922
1954-58 Average	4,610	4,250	171	732	3.50	2,528
1949-53 "	5,460	5,080	143	2/721	3.61	2,529

1/ 1955-58 average yield.

2/ Includes 82,000 cwt. not marketed and excluded in computing value.

Comparisons and Comments: In 1960, there was a slight reduction in the acreage of summer cauliflower. Also, some plantings in Colorado were lost because of freeze damage in late May and hail storms in July. In Washington, insects and abnormally high temperatures were a serious problem and resulted in variable quality. However, growing conditions improved later in the season and fairly high average yields were obtained. Yields in New York also were improved as the season progressed and reached a high level as crops developed under near ideal climatic conditions. A larger crop in New York where about half the acreage is grown resulted in a total summer production 21 percent more than the moderate amount in 1959. Fresh market prices declined moderately from fairly high levels through July as supplies continued from the Catskill area of New York, but improved for good quality in early August. Prices were lower in late August and early September as marketings became more abundant. Shipments from the small Colorado crop reached a peak in late September, about a month later than usual. Frozen stocks in the East were replenished to a moderate level in 1960. Total U. S. stocks in mid-1961 are likely to be slightly larger than the light holdings in 1960.

1961 Guide: The 1961 guide is a planted acreage equal to that in 1960. Such an acreage with normal abandonment of 6 percent and a 1955-58 average yield would result in a production 10 percent less than in 1959 and 15 percent less than the 1954-58 average.

1961 Acreage-Marketing Guides
Summer Vegetables

Celery - Early Summer

(Massachusetts, New Jersey, Ohio, Michigan and California)

Year	: Acreage : :Planted:For Harvest:	: Yield : Per Acre	: : :Production:	: Price : (\$ per (\$1,000	: Value cwt.)
	(acres)	(cwt.)	(1,000 cwt.)		

1961 Acreage Guide and
Probable Production

(planted acreage equal
to 1961)

4,390

1/ 435

1,871

Background Statistics

1960 Prel.	4,390	4,290	448	1,923	4.08	7,841
1959	4,690	4,680	442	2,067	3.52	1,285
1954-58 Average	4,606	4,484	399	<u>2</u> / 1,794	3.72	6,432
1949-53 "	4,270	4,138	353	<u>2</u> / 1,458	4.29	6,186

1/ 1958-60 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 49 in 1953, 25 in 1954 and 296 in 1956.

Comparisons and Comments: Total plantings in 1960 were down 6 percent from 1959. Except for cold wet weather in Michigan early in the season and some lack of moisture in New Jersey, weather was favorable. Blight in some California fields required heavy stripping of outer stems. Average yields per acre in Ohio and Michigan were high and the group average yield was a record. Production was 7 percent below 1959 but 7 percent above the 1954-58 average. More than two-thirds of the production originated in California and a fifth in Michigan. In the eastern states, harvest began in late June and peaked in July. Supplies from California were available throughout the summer. Shipping point prices trended upward during June and into early July but thereafter eased downward. Prices for the season averaged at the highest level since 1952. Total value of sales was sharply above average. In 1961, producers can market readily a supply as large as in 1960. However, growers in the eastern and midwestern areas are likely to be faced in most years with a potentially large supply in California.

1961 Guide: The 1961 guide is a planted acreage equal to 1960. Such an acreage, with normal abandonment and a 1958-60 average yield, will result in a production 3 percent less than in 1960.

1961 Acreage-Marketing Guides
Summer Vegetables

Celery - Late Summer

(New York, Colorado, and Washington)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: Price : :(\$ per (\$1,000	: Value : cwt.)
	(acres)	(cwt.)	(1,000 cwt.)		

1961 Acreage Guide and
Probable Production

(planted acreage equal
to 1960)

2,500

1/ 324

761

Background Statistics

1960 Prel.	2,500	2,450	335	820	3.98	3,264
1959	2,600	2,450	318	779	4.26	3,316
1954-58 Average	3,032	2,784	315	<u>2/</u> 876	3.56	3,072
1949-53 "	4,266	4,116	299	<u>2/</u> 1,229	3.51	4,113

1/ 1956-60 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 136 in 1949, 120 in 1950, 7 in 1951, 10 in 1953, and 24 in 1954.

Comparisons and Comments: Late summer acreage was reduced by 4 percent in 1960, continuing a long-term decline. Washington and Colorado were responsible for the cut in acreage; New York plantings were equal to the preceding year. Hot weather damaged the Washington and Colorado crops but excellent weather in New York resulted in a record state yield and a high average yield for the seasonal group. In Orange County, New York, harvest began on covered acreage in late June and on open fields in early July. Cuttings in Warren County started in mid-August and peaked at the end of the month. New York growers benefitted by the relatively low level of California summer shipments. In spite of their larger crop, New York growers received prices only slightly below the high levels of 1959. Colorado and Washington marketings continued into the fall months and returned moderately lower prices than in 1959. Total value of sales was slightly below 1959 but exceeded the 1954-58 average. Late summer growers should anticipate continued competition from California supplies in 1961. An acreage equal to 1960 should produce ample supplies for market needs.

1961 Guide: The 1961 guide is a planted acreage equal to 1960. Such an acreage, with a normal abandonment of 6 percent and a 1956-60 average yield, will result in a production 7 percent less than in 1960 but only slightly less than in 1959.

1961 Acreage-Marketing Guides
Summer Vegetables

Sweet Corn - Early Summer

(New Jersey, Missouri, Kansas, Virginia, North Carolina,
Kentucky, Arkansas and California)

Year	: Acreage :		Yield :	:	:	:
	:Planted:	For Harvest:	Per Acre	:Production:	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and

Probable Production

(planted acreage 5 percent more
than in 1960) 43,500

1/ 64

2,645

Background Statistics

1960 Prel.	41,400	40,700	64	2,599	4.43	11,524
1959	46,400	44,300	68	3,015	3.79	11,436
1954-58 Average	44,180	41,310	57	2/ 2,346	3.96	9,229
1949-53 "	53,740	49,180	47	2/ 2,308	3.46	7,812

1/ 1957-60 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 50 in 1950, 99 in 1951, 80 in 1955, and 12 in 1956.

Comparisons and Comments: Relatively high prices were received in 1960 for late spring, summer, and fall sweet corn. Following reductions in 1960 late spring acreage and production, all early summer areas except Kansas also reduced plantings. In New Jersey and California, where the bulk of the supply originates, plantings were reduced moderately. Substantial cuts in acreage were reported in Kentucky and Virginia. All states had near-average yields per acre; the seasonal average yield was exceeded only in 1959. Total production was 14 percent less than the 1959 record but 11 percent more than the 1954-58 average. Production was in line with market needs, and the season average price received was materially above 1959 and the 1954-58 average. Total value of sales was a record. The general delay in harvest in late summer areas resulted in an increase in demand for early summer supplies. During June 1960, unloads of sweet corn in 38 cities totaled approximately 5,000 carlot equivalents, about equal to the volume recorded in June 1959. Producers probably can market readily in 1961 a supply slightly larger than in 1960.

1961 Guide: The 1961 guide is a planted acreage 5 percent more than in 1960. Such an acreage with an abandonment of 5 percent and 1957-60 average yield will result in a production 2 percent more than in 1960 but 12 percent less than in 1959.

1961 Acreage-Marketing Guides
Summer Vegetables

Sweet Corn - Late Summer

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, Ohio, Illinois, Michigan, Maryland, Colorado, Washington and Oregon)

Year	: Acreage :		Yield :		: Price :		Value
	:Planted:	For Harvest:	Per Acre	Production:	(\$ per	(\$1,000)	
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)		

1961 Acreage Guide and
Probable Production

(planted acreage equal
to 1960)

103,950

1/ 62

6,123

Background Statistics

1960 Prel.	103,950	100,550	63	6,332	3.56	22,527
1959	104,850	100,950	61	2/6,118	2.91	17,581
1954-58 Average	103,390	97,060	58	2/5,668	3.18	17,891
1949-53 "	108,040	103,170	54	2/5,557	2.97	16,331

1/ 1958-60 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 194 in 1949, 150 in 1950, 66 in 1955 and 77 in 1959.

Comparisons and Comments: During the past decade, year-to-year changes in acreage generally were small. In 1960 changes in acreage by states almost were offsetting and total acreage was down slightly from 1959. Major changes in acreage in 1960 were an increase in Washington of 33 percent and a cut in Maryland of 20 percent. Although yield per acre in Washington and Oregon were slightly below 1959, yields in other states were near or at record levels and a record production resulted. New York, Ohio and Michigan each accounted for a sixth of the seasonal production. Harvest in most areas started later than normal and as a result, overlap of early and late summer supplies was at a minimum. First fall frosts were late and late summer marketings continued in volume through September. During the July-September quarter of 1960, unloads of sweet corn in 38 cities totaled almost 10,500 carlot equivalents, approximately 1,200 less than in the corresponding 1959 quarter. Prices received averaged sharply higher than in 1959 and average. Total value of sales was a record. With normal harvest schedules, a 1961 supply moderately smaller than in 1960 would be adequate for market needs.

1961 Guide: The 1961 guide is a planted acreage equal to that in 1960. Such an acreage with an abandonment of 5 percent and 1958-60 average yield will result in a production 3 percent less than in 1960 and almost equal to that in 1959.

1961 Acreage-Marketing Guides
Summer Vegetables

Cucumbers - Early Summer

(New Jersey, Illinois, Delaware, Maryland, and Virginia)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: : : Price :	: : : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and
Probable Production

(planted acreage 5 percent
less than 1960) 6,500

1/82

533

Background Statistics

1960 Prel.	6,850	6,850	87	599	3.60	2,158
1959	6,800	6,600	78	517	4.00	2,067
1954-58 Average	7,090	7,090	74	522	4.05	2,117
1949-53 "	6,800	6,800	70	2/480	4.19	1,992

1/ 1957-59 average yield.

2/ Includes 21,000 cwt. not marketed in 1949 and excluded in computing value.

Comparisons and Comments: Total acreage was maintained at a near average level with moderate increases in New Jersey and Maryland offsetting some downward adjustments in Illinois, Delaware, and Virginia. Favorable weather during most of the season resulted in a record high average yield for the season. 1960 production was 16 percent more than in 1959 and 15 percent above the 1954-58 average. Prices were under continuous pressure from more than ample supplies throughout the first half of the marketing period. Marketings from Virginia and Maryland were heaviest in early July and a much larger than usual volume from North Carolina on principal eastern markets. Over-all supplies continued heavy through July as fresh market shipments from New Jersey reached peak proportions late in the month. Prices improved moderately in early August as active harvest in late summer producing states was delayed several weeks. A smaller acreage is recommended in 1961 to offset the high yield potential and to reduce production from the high level of 1960.

1961 Guide: The 1961 guide is a planted acreage 5 percent less than in 1960. Such an acreage, with no abandonment and a 1957-59 average yield, would result in a production 11 percent less than in 1959 but 2 percent more than the 1954-58 average.

1961 Acreage-Marketing Guides
Summer Vegetables

Cucumbers - Late Summer

(Massachusetts, New York, Pennsylvania, and Michigan)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: :Production:	: Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and
Probable Production

(planted acreage equal
to 1960)

6,050

1/ 86

499

Background Statistics

1960 Prel.	6,050	5,650	85	478	4.47	2,138
1959	6,100	5,850	71	417	3.97	1,655
1954-58 Average	6,806	6,330	86	542	4.05	2,194
1949-53 "	6,922	6,630	84	551	4.40	2,421

1/ 1954-58 average yield.

Comparisons and Comments: With a slight further decline in plantings in 1960, the acreage of late summer cucumbers reached the lowest point since 1949. Most of the reduction in recent years has occurred in Massachusetts. The crop in western New York suffered from dry weather but otherwise growing conditions were mostly favorable and the average yield for the group was well above 1959. Most of the 15 percent increase in production occurred in New York, where over half the total late summer acreage is located. Movement of the crop in all states was delayed in 1960 and a large portion of the marketings occurred from mid-August to early September. Prices were low in late July but rose to moderate levels in early August and held about steady until late September. The delay in marketing of the Virginia early fall crop helped to maintain prices for remaining good quality late summer supplies in early October. Producers could market a little larger crop in 1961. However, no increase in acreage would be needed.

1961 Guide: The 1961 guide is a planted acreage equal to that in 1960. Such an acreage, with normal abandonment and a 1954-58 average yield, will result in a production 4 percent more than in 1960 but 8 percent less than the 1954-58 average.

1961 Acreage-Marketing Guides
Summer Vegetables

Eggplant - Summer

(New Jersey)

Year	: Acreage : :Planted:For Harvest:	: Yield : :Per Acre :	: : :Production:	: : :Price :	: : :Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000 cwt.)

1961 Acreage Guide and
Probable Production

(planted acreage equal
to 1960)

1,500

1/ 113

170

Background Statistics

1960 Prel.	1,500	1,500	130	195	3.45	673
1959	1,600	1,600	120	192	4.55	874
1954-58 Average	1,240	1,240	106	131	3.96	519
1949-53 "	1,660	1,660	92	2/ 152	3.61	543

1/ 1955-59 average yield.

2/ Includes 10,000 cwt. not marketed in 1950 and excluded in computing value.

Comparisons and Comments: For summer season eggplant, production conditions were unusually favorable in 1960. Hot, humid weather during the latter part of August and too much rainfall during September caused some temporary losses and reduced quality. But during most of the season the crop fared well. On the average, yields were record high. The high yields offset the smaller acreage and production was 2 percent more than in 1959 and 49 percent above the 1954-58 average. The large crop resulted in substantial marketing problems. Harvest began about on schedule, with light supplies available by mid-July. Shipments peaked in late August and moderate volume moved to market through early October. Prices during most of the marketing period were significantly below a year earlier. For the season, the average price received by growers was well below 1959 and the 1954-58 average. Stronger competition with eggplant supplies from market garden areas, as well as the general abundance of almost all vegetables, were major factors in the unfavorable market situation. But lower quality late in the season was a contributing influence. Under normal competitive conditions, a crop from an acreage as large as in 1960 should not burden the market.

1961 Guide: The 1961 guide is a planted acreage equal to that in 1960. Such an acreage, with no abandonment and a 1955-59 average yield, will result in a production 13 percent less than in 1960.

1961 Acreage-Marketing Guides
Summer Vegetables

Lettuce - Summer

(Maine, New York, Ohio, Michigan, Colorado and California)

Year	Acreage		Yield		Price	Value
	Planted:	For Harvest:	Per Acre	Production:		
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and
Probable Production
(see 1961 guide
below)

44,310	1/ 194	8,148
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Background Statistics

1960 Prel.	52,450	50,250	197	2/9,918	3.53	27,289
1959	49,800	46,800	176	2/8,253	3.99	32,456
1954-58 Average	43,600	41,500	195	2/8,033	3.71	29,393
1949-53 "	38,470	36,730	187	2/6,837	3.87	25,939

1/ 1954-58 average yield by states.

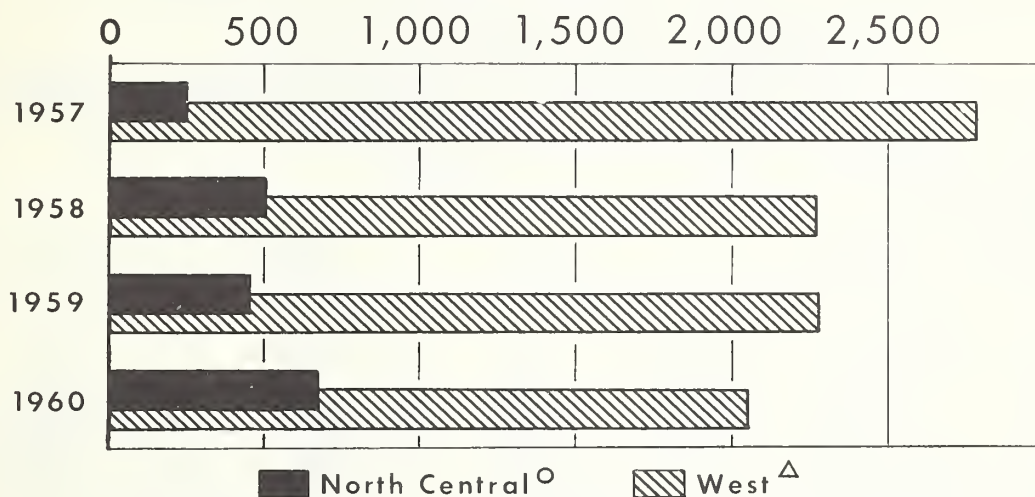
2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 236 in 1949, 468 in 1950, 58 in 1951, 84 in 1953, 140 in 1954, 176 in 1956, 70 in 1957, 284 in 1958, 122 in 1959, and 2,192 in 1960.

Comparisons and Comments: In spite of recurring marketing problems in recent years, summer lettuce growers expanded acreage in 1960. Most of the increase occurred in California, where three-fourths of the summer lettuce crop is grown. California growers encountered some tipburn and mosaic damage; but low prices were principally responsible for reducing early yield prospects. Crops in other summer states generally got off to late starts but recovered to turn out high yields. Production was up from 1959 in every summer state except New York. The total 1960 summer crop was a fifth larger than in 1959 and record high. State marketing controls were instituted in California and Colorado, regulating shipments from these areas through much of the season. However, expanded supplies in the Midwest and East cut into the outlets for western lettuce, and compounded the problems of western growers. Potential supplies were in excess of market needs and prices remained depressed throughout the season. Consequently, 22 percent of the total crop was not marketed. Growers should attempt to tailor production to anticipated demand in 1961 and should reduce acreage substantially. Market requirements can be met with a considerably smaller production in 1961.

1961 Guide: The 1961 guide is a planted acreage 20 percent less than in 1960 in California and 5 percent below 1960 in all other states. Such an acreage, with normal abandonment and a 1954-58 average yield by states, will result in a production 18 percent smaller than in 1960.

SOURCES OF SUMMER LETTUCE UNLOADS IN NORTH CENTRAL CITIES

CARLOT EQUIVALENTS*



* RAIL AND TRUCK UNLOADS AT CHICAGO, CINCINNATI, CLEVELAND, DETROIT, KANSAS CITY, MINNEAPOLIS-ST. PAUL AND ST. LOUIS DURING JULY AND AUGUST.

○ ILLINOIS, INDIANA, MICHIGAN, OHIO AND WISCONSIN.

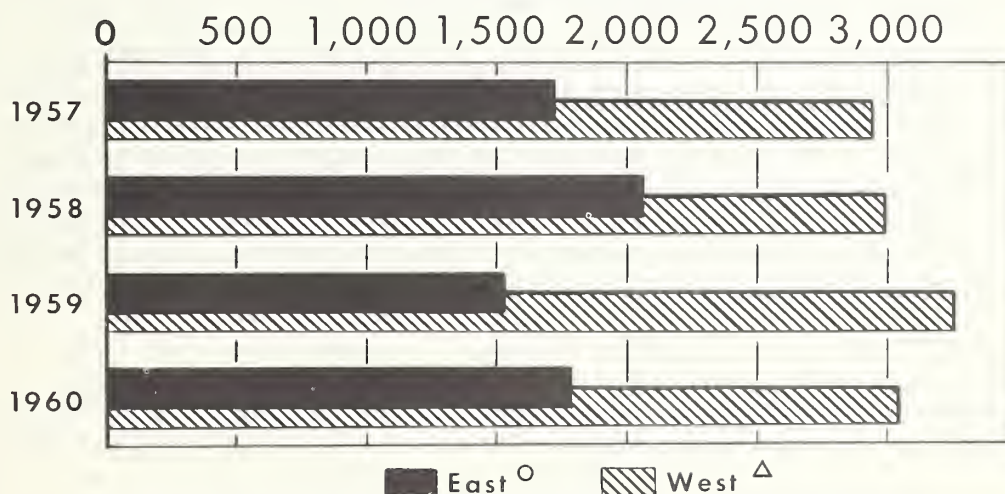
△ CALIFORNIA AND COLORADO

U. S. DEPARTMENT OF AGRICULTURE

NEG. 8238-60 (11) AGRICULTURAL MARKETING SERVICE

SOURCES OF SUMMER LETTUCE UNLOADS IN EASTERN CITIES

CARLOT EQUIVALENTS*



* RAIL AND TRUCK UNLOADS AT BALTIMORE, BOSTON, NEW YORK-NEWARK, PHILADELPHIA, PITTSBURGH AND WASHINGTON DURING JULY AND AUGUST.

○ MAINE, NEW JERSEY, NEW YORK AND MASSACHUSETTS.

△ CALIFORNIA AND COLORADO

U. S. DEPARTMENT OF AGRICULTURE

NEG. 8237-60 (11) AGRICULTURAL MARKETING SERVICE

1961 Acreage-Marketing Guides
Summer Vegetables

Onions - Early Summer

(New Jersey, Iowa, Virginia, Texas, New Mexico and Washington)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: :Production:	: Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and Probable Production

(planted acreage 5 percent less than 1960) 11,000

2/ 203

2,077

Background Statistics

1960 Prel.	11,610	10,550	240	2/	2,536	3.11	7,732
1959	14,290	11,060	197	2/	2,176	2.71	5,827
1954-58 Average	9,036	8,646	200	2/	1,742	3.59	5,764
1949-53 "	7,238	6,888	158	2/	1,094	2.90	3,134

1/ 1955-59 average yield.

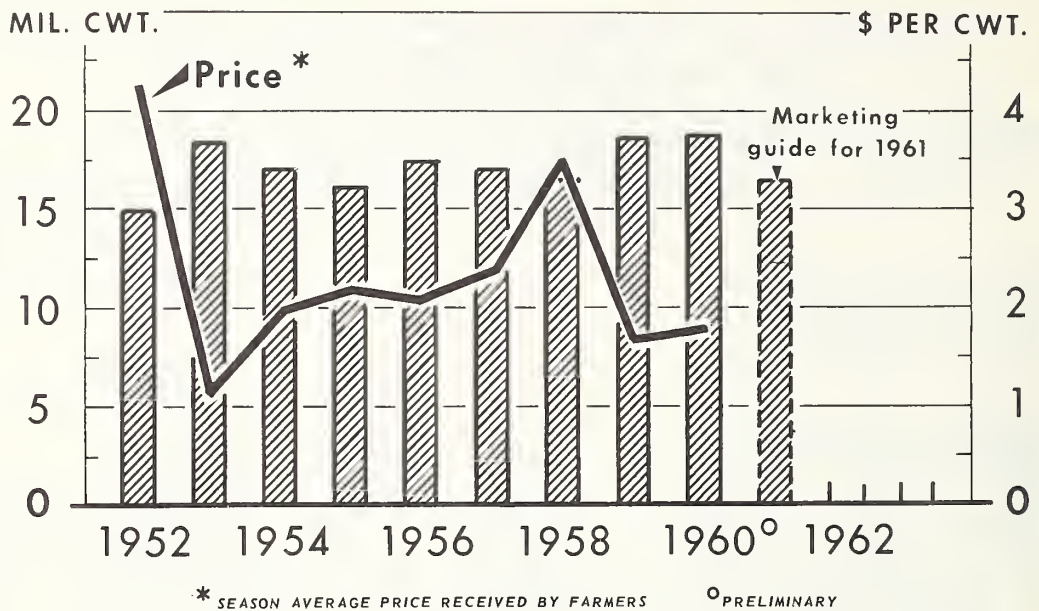
2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 40 in 1953, 210 in 1957, 274 in 1958, 23 in 1959 and 50 in 1960.

Comparisons and Comments: Planted acreage was cut sharply in 1960 as the result of poor prices for three consecutive years. Reductions occurred in all states except Virginia, with the largest cut, 29 percent, in Texas. Acreage abandonment due to weather was considerably less than in 1959, resulting in acreage for harvest only slightly less than the previous year. A record high yield, however, contributed to a production 17 percent larger than 1959 and 46 percent more than the 1954-58 average. The bulk of the New Mexico crop was marketed in June, and in competition with late spring onions, returned low prices. Harvest started in the Texas Panhandle in June, but heavy rains curtailed harvest in early July just as volume was building up. Spotted local showers followed in mid-July, further hampering harvest. As a result, prices strengthened substantially the first half of July and held at higher levels through the season than might have been expected. Normally, the record production obtained in 1960 would be excessive, and prices probably would be depressed to low levels. Growers should anticipate a normal marketing season in 1961. A smaller acreage would provide ample supplies.

1961 Guide: The 1961 guide is a planted acreage 5 percent less than 1960. Such an acreage, with normal abandonment and a 1955-59 average yield, will result in a production 18 percent less than 1960, but 19 percent above the 1954-58 average.

1961 Guide: The 1961 guide is a planted acreage 10 percent less than in 1960 in New York, Colorado, Idaho, and Oregon and 5 percent less than 1960 in all other states. Such acreages with normal abandonment and a 1956-59 average yield by states, will result in a production 12 percent less than 1960 and 2 percent less than the 1954-58 average.

1960 LATE SUMMER ONION SUPPLIES EXCESSIVE, PRICES LOW

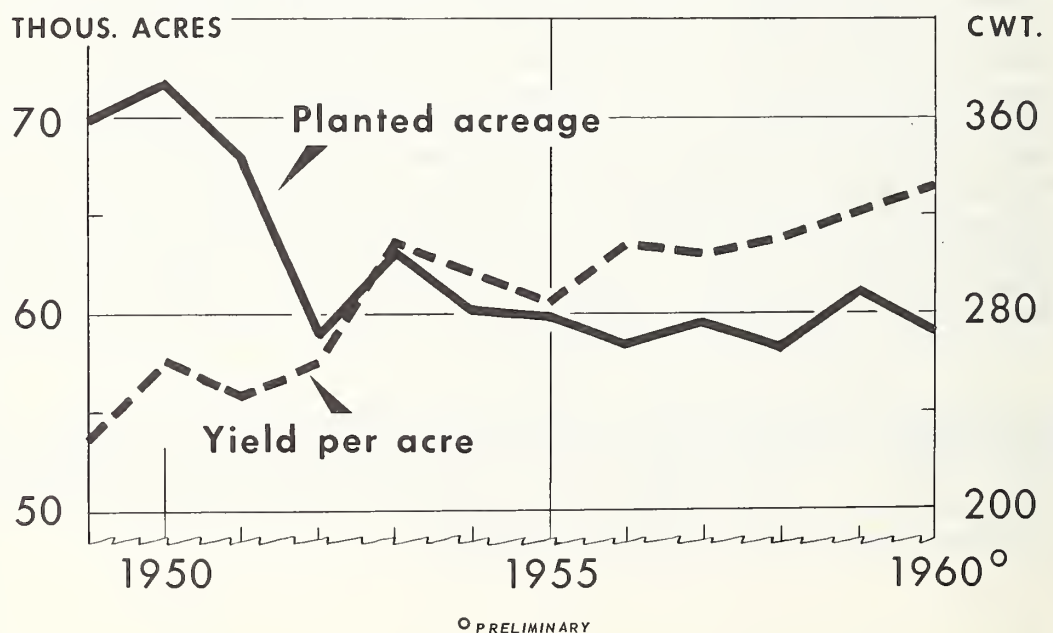


U. S. DEPARTMENT OF AGRICULTURE

NEG. 8360-61 (1)

AGRICULTURAL MARKETING SERVICE

LATE SUMMER ONION YIELDS CONTINUE TO INCREASE



U. S. DEPARTMENT OF AGRICULTURE

NEG. 8317-60 (12)

AGRICULTURAL MARKETING SERVICE

1961 Acreage-Marketing Guides
Summer Vegetables

Peas - Summer

(New York and Colorado)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
1961 Acreage Guide and Probable Production (planted acreage equal to 1960)	1,800	1/ 34	58			
<u>Background Statistics</u>						
1960 Prel.	1,800	1,750	39	69	8.78	606
1959	1,750	1,650	39	65	9.86	641
1954-58 Average	3,042	2,782	33	2/ 91	7.53	662
1949-53 "	5,762	5,316	30	159	6.30	967

1/ 1955-59 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 5 in 1955 and 5 in 1958.

Comparisons and Comments: Production of peas for fresh market continues to decline gradually. This commodity has become a specialty item, with only small acreages in a few widely scattered areas. The 1960 summer season production was 6 percent more than in 1959, mostly because of a larger acreage in Colorado. The crop met a generally favorable market and prices for good quality peas held at high levels. Season average prices were below 1959 but were well above average. Fresh peas have been almost entirely displaced in the market by the frozen product. This trend is likely to continue. Stocks of frozen peas in 1961 probably will be ample to meet consumers' demands at reasonable prices. However, fresh peas will continue to have a special appeal to a few very limited outlets. In 1961, growers should be able to market readily a small supply of fresh peas. However, the trend in consumption of fresh peas argues against any increase in acreage.

1961 Guide: The 1961 guide is a planted acreage equal to 1960. Such an acreage, with normal abandonment of 5 percent and a 1955-59 average yield, will result in a production 16 percent less than in 1960.

1961 Acreage-Marketing Guides
Summer Vegetables

Green Peppers - Early Summer

(North Carolina, Mississippi and Louisiana)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: :Production:	: Price :	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and
Probable Production

(planted acreage 5 percent more
than 1960) 8,000

1/ 34

272

Background Statistics

1960 Prel.	7,650	7,650	34	261	7.00	1,828
1959	8,550	8,550	34	290	7.81	2,266
1954-58 Average	9,290	9,130	34	2/ 315	7.43	2,168
1949-53 "	8,860	8,440	32	2/ 273	9.58	2,481

1/ 1954-58 average.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 27 in 1951, 15 in 1954, 87 in 1955, and
5 in 1958.

Comparisons and Comments: In 1960, acreage was moderately less than in 1959. Most of the reduction occurred in North Carolina, which usually accounts for about two-thirds of the total. Early summer crops were delayed in 1960, mostly because of unseasonably low temperatures. Yields in North Carolina and Louisiana were average, but crops in Mississippi were affected by dry weather. Although the total crop was relatively small, season average returns to growers were poor. Market prices were low in mid-June as movement from Louisiana became active and met with heavy competition from Florida. Prices improved temporarily in early July when most of the Mississippi production was sold. Then as shipments from North Carolina became heavy, prices dropped to low levels and remained low as volume shipments from New Jersey began the last week of July. With a more even flow of supplies, the production from a 1961 acreage larger than in 1960 probably could be sold under favorable market conditions.

1961 Guide: The 1961 guide is a planted acreage 5 percent more than in 1960. Such an acreage, with no abandonment and a 1954-58 average yield, will result in a production 4 percent more than in 1960.

1961 Acreage-Marketing Guides
Summer Vegetables

Green Peppers - Late Summer

(Massachusetts, Rhode Island, Connecticut, New Jersey, Ohio and California)

Year	Acreage		Yield		Price		Value
	:Planted:	:For Harvest:	:Per Acre	:Production:	(\$ per	(\$1,000	
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)		
1961 Acreage Guide and Probable Production (planted acreage equal to 1960)	16,100		1/ 83	1,323			
Background Statistics 2/							
1960 Prel.	16,100	15,700	92	1,438	5.83	8,381	
1959	17,100	16,100	94	1,512	7.65	11,567	
1954-58 Average	15,284	15,034	77	1,161	6.76	7,889	
1949-53 "	12,688	12,554	76	954	6.37	6,072	

1/ 1956-59 average yield.

2/ Ohio data are for 1952 through 1960 only.

Comparisons and Comments: Yields in California were less than in 1959, but this was offset, to a large extent, by higher yields in all eastern states. As in 1959, the high group average yield resulted in a production well above average. Total production was 5 percent less than the record high in 1959 but a fourth more than the 1954-58 average. In the East, production was about 15 percent more than last year. Prices in the East were depressed to low levels in early August when marketings from New Jersey were heaviest and remained low through September in the face of abundant late summer supplies. Volume was relatively light in California from June through August and moved mostly to local markets at moderate prices. Prices for late crop interstate shipments from California were disappointing because of heavier than usual competition from New Jersey. If near average yields and harvest patterns prevail in 1961, the production from an acreage equal to 1960 would be adequate.

1961 Guide: The 1961 guide is a planted acreage equal to 1960. Such an acreage, with a normal abandonment of one percent and a 1956-59 average yield, will result in a production 8 percent less than in 1960 but 14 percent more than the 1954-58 average.

1961 Acreage-Marketing Guides
Summer Vegetables

Spinach - Summer

(Colorado)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: :Production:	: Price :	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and Probable Production

(planted acreage equal to 1960)

2,400

1/ 47

94

Background Statistics

1960 Prel.	2,400	1,900	55	127	5.50	698
1959	2,000	1,800	50	90	5.00	450
1954-58 Average	1,444	1,204	47	57	4.68	262
1949-53 "	1,536	1,296	46	2/ 58	5.57	276

1/ 1955-59 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 6 in 1949, 18 in 1950, and 17 in 1951.

Comparisons and Comments: Plantings of summer season spinach have trended steadily upward since the mid-1950's. Planted acreage in 1960 was 20 percent more than in 1959 and about twice as large as in 1955. Most of the increase has occurred in the San Luis Valley, an area generally well suited to summer production of crops requiring cool weather. In 1960, growing conditions were favorable and yields were high. Movement began in July and continued in moderate volume through early October. Prices were only fair during the first portion of the season due to heavier than usual competition from delayed spring crop marketings. But prices improved steadily as the season progressed and averaged well above 1959. Frozen spinach stocks were at record high levels, about a tenth above the abundant supplies of a year earlier. It is likely frozen spinach stocks will continue at high levels during the 1961, and competition between fresh and frozen spinach will remain intense. However, there appears to be a ready market for a moderate supply of the fresh product during the summer season. An acreage in 1961 equal to that in 1960 would provide adequate supplies for current needs.

1961 Guide: The 1961 guide is a planted acreage equal to 1960. Such an acreage, with normal abandonment of 17 percent and a 1955-59 average yield, will result in a production 26 percent less than in 1960.

1961 Acreage-Marketing Guides
Summer Vegetables

Tomatoes - Early Summer

(New Jersey, Ohio, Illinois, Missouri, Delaware, Maryland, Virginia,
North Carolina, Kentucky, Tennessee, Alabama, Arkansas and California)

Year	Acreage		Yield		Price		Value
	:Planted:	:For Harvest:	:Per Acre	:Production:	(\$ per	(\$1,000)	
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)		

1961 Acreage Guide and
Probable Production

(planted acreage 10 percent
more than in 1960) 48,600

1/ 99

4,763

Background Statistics

1960 Prel.	44,200	44,100	118	5,213	7.69	40,066
1959	49,800	49,200	106	5,233	6.58	34,443
1954-58 Average	49,350	49,000	91	<u>2</u> / 4,450	6.23	27,617
1949-53 "	47,350	46,870	86	<u>2</u> / 4,028	6.13	24,615

1/ 1956-59 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 59 in 1951, 113 in 1955, and 25 in 1958.

Comparisons and Comments: Production in 1960 nearly equaled the record high 1959 level. But delay of the late summer crop helped early summer producers enjoy a profitable season in 1960. The group season average price was record high. In California, where nearly half the crop was grown, a sharp cut in acreage was almost offset by a record high yield. Large acreage cuts also occurred in New Jersey, Virginia, Alabama, and Tennessee, but were offset by a higher yield. In California, movement to market began in late May from the San Diego and Cutler-Orosi districts. However, out-of-state shipments did not become heavy until the Merced district began volume movement the third week in June. The Virginia crop was delayed by 2 to 3 weeks because of a plant shortage and did not attain volume movement until early July. Movement to market in southern New Jersey peaked around July 25. Prices were generally above 1959 levels until late July, when supplies became plentiful from late summer producing states. Poor market conditions prevailed during August. A moderately smaller production in 1961 would provide sufficient supplies. However, barring another season of extremely high yields, a larger acreage would be needed.

1961 Guide: The 1961 guide is a planted acreage 10 percent more than 1960. Such an acreage, with normal abandonment and a 1955-59 average yield, will result in a production 9 percent less than 1960 but 7 percent above the 1954-58 average.

1961 Acreage-Marketing Guides
Summer Vegetables

Tomatoes - Late Summer

(Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, Ohio,
Indiana, Illinois, Michigan, Iowa, Colorado, Washington and Oregon)

Year	: Acreage	: Yield	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1961 Acreage Guide and
Probable Production

(planted acreage equal
to 1960)

35,920

1/ 103

3,552

Background Statistics

1960 Prel.	35,920	35,020	102	3,581	5.61	20,077
1959	35,470	34,220	95	3,254	6.66	21,683
1954-58 Average	37,012	35,462	102	3,615	6.08	21,943
1949-53 "	38,758	38,254	107	2/ 4,093	5.11	20,866

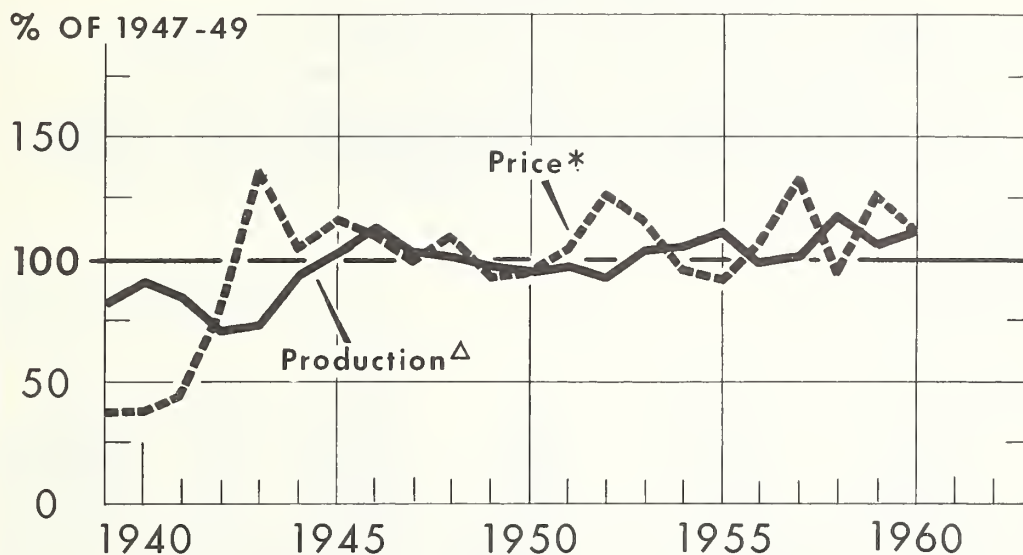
1/ 1956-58 average yield.

2/ Includes 105,000 cwt. not marketed in 1949 and excluded in computing value.

Comparisons and Comments: A slight increase in acreage and moderately higher yields resulted in a total production 10 percent larger than 1959, but slightly below the 1954-58 average. Increases in acreage for harvest occurred in Connecticut, New York, Ohio, Indiana, and Michigan, offsetting reductions in Rhode Island, Colorado, and Washington. Yields per acre exceeded 1959 in Ohio, Oregon and all eastern states. Crops were delayed in a number of states due to wet and cool weather during the growing season. Limited supplies were available the last half of July, primarily from New England. Michigan harvest began in late July, about two weeks behind schedule. In western New York, the "green wrap" crop was generally late, with first heavy pickings occurring in late August. Shipments were at a peak the latter half of August and early September. Favorable late season weather resulted in volume supplies being available later than usual. The bunching of harvests, strong competition from California early summer and fall crops, and the usual strong competition from home garden supplies combined to keep the group season average price below both 1959 and the 1954-58 average. Normally a crop about the size of 1960 should be about in line with market needs.

1961 Guide: The 1961 guide is a planted acreage equal to 1960. Such an acreage, with normal abandonment and a 1956-58 average yield, will result in a production 1 percent less than 1960 and 2 percent less than the 1954-58 average.

SUMMER COMMERCIAL MELONS FOR FRESH MARKET



*SEASON AVERAGE PRICE RECEIVED BY FARMERS

ΔCANTALOUPS, HONEYDEWS AND WATERMELONS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 7656-60 (1)

AGRICULTURAL MARKETING SERVICE

Summer melon production has displayed an irregular upward trend since the early 1950's. In 1960 total production of summer watermelons and cantaloups was 45 million hundredweight compared with 27 million hundredweight in 1952. The expansion has been concentrated in a relatively few States. For cantaloups, California has accounted for most of the increase but significant growth has occurred in Arkansas and Colorado. For watermelons, Arkansas, California, Missouri and Virginia have accounted for most of the increase. Prices received by growers have been erratic and have shown no trend. The aggregate price in 1960 was 14 percent less than in 1959, reflecting a surplus of cantaloups and a distorted harvest pattern for a moderate supply of watermelons.

1961 Acreage-Marketing Guides
Summer Melons

Cantaloups - Early Summer

(South Carolina, Georgia and Arizona)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: : : Price :	: : : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and Probable Production

(planted acreage 5 percent more than in 1960)

18,400 1/ 50 920

Background Statistics

1960 Prel.	17,500	17,500	56	982	3.73	3,660
1959	20,200	20,200	49	998	3.97	3,960
1954-58 Average	21,520	21,340	53	2/1,125	3.58	3,879
1949-53 "	24,020	23,860	78	1,858	3.19	5,854

1/ 1956-60 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 17 in 1954 and 8 in 1955.

Comparisons and Comments: Early summer cantaloup production has shown a downward trend. Production problems, as well as intensive competition from California and Arizona spring production areas have been major factors. Early summer acreage in Arizona has shown sharp year-to-year changes. The 1960 acreage in Arizona was about half the 1959 level. Total acreage was near record low and substantially less than in 1959 and average. Spring rains in Georgia delayed plantings. During the last half of May, drought in both southeastern states slowed crop development. However, the crops recovered and average yields were obtained. Yield per acre in Arizona tied the state record. Total production was slightly below 1959 and 13 percent less than the 1954-58 average. Quality of supplies was good. Volume from Arizona peaked in mid-June with marketings continuing into July. Harvests in Georgia and South Carolina started in late June. Prices received for southeastern supplies averaged below 1959. Grower prices in Arizona averaged at a relatively high level but were materially below those for the 1960 spring crop. A moderate increase in acreage in 1961, assuming a lower average yield, should provide ample early summer supplies.

1961 Guide: The 1961 guide is a planted acreage 5 percent more than in 1960. Such an acreage, with no abandonment and 1956-60 average yield, will result in a production 6 percent less than in 1960.

1961 Acreage-Marketing Guides
Summer Melons

Cantaloups - Mid-Summer

(Indiana, Illinois, Iowa, Missouri, Delaware, Maryland, North Carolina, Arkansas, Oklahoma, Texas, New Mexico and California)

Year	: Acreage :		Yield :	:	:	:
	:Planted:	For Harvest:	Per Acre	:Production:	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and Probable Production

(see 1961 guide below)

61,200

1/ 114

6,865

Background Statistics

1960 Prel.	67,600	66,000	105	6,948	3.93	27,285
1959	59,950	58,950	109	6,417	4.26	27,348
1954-58 Average	55,070	54,070	109	2/ 5,874	3.40	19,912
1949-53 "	50,190	49,370	93	4,552	3.55	16,176

1/ 1956-60 average yield by states.

2/ Includes 395,000 cwt. not marketed in 1958 and excluded in computing value.

Comparisons and Comments: Mid-summer areas produce more than half of the annual supply of cantaloups. The bulk of the seasonal supply originates in California. Total acreage in 1960 was 13 percent above 1959. Most of the increase in acreage was in California where growers planted 17 percent more acreage than a year earlier. Acreages in Texas and New Mexico also were increased significantly. Average yield per acre was the lowest since 1955. A relatively low yield was obtained on the large acreage in California, reflecting adverse markets and resulting limitations on harvest. Total production was a record but was only slightly more than in 1958. Following a relatively small spring crop, summer production in California was a record, 8 percent above 1959 and 24 percent more than the 1954-58 average. Grower prices in Delaware, Maryland, Missouri, Texas, and New Mexico were substantially below, and in California moderately below 1959. Prices for Arkansas supplies were higher than those in 1959. With normal harvest schedules, a 1961 production in California slightly smaller than in 1960 and in all other mid-summer areas about as large as in 1960 should result in ample supplies.

1961 Guide: The 1961 guide is a planted acreage 15 percent less than in 1960 in California and equal to 1960 in all other states. Such acreages, with normal abandonment and 1956-60 average yields by states, will result in a production 1 percent less than in 1960 but 7 percent more than in 1959.

1961 Acreage-Marketing Guides
Summer Melons

Cantaloups - Late Summer

(New York, New Jersey, Ohio, Michigan, Kansas,
Colorado, Washington and Oregon)

Year	: Acreage :		Yield :		: Price :		Value
	:Planted:	For Harvest:	Per Acre	Production:	(\$ per	(\$1,000)	
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)		

1961 Acreage Guide and
Probable Production
(planted acreage equal
to 1960) 14,970

1/ 86 1,197

Background Statistics

1960 Prel.	14,970	14,270	78	1,112	3.22	3,581
1959	13,850	12,950	91	1,179	3.72	4,385
1954-58 Average	13,788	12,768	87	1,116	3.49	3,889
1949-53 "	14,428	13,494	83	2/ 1,119	3.15	3,421

1/ 1956-60 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 63 in 1949 and 63 in 1950.

Comparisons and Comments: Sharp increases in acreage in Kansas and Ohio in 1960 boosted the seasonal acreage 8 percent above 1959. Yields per acre, except in Oregon, were at or below average levels. Low yields in Kansas and Ohio offset increases in acreage. Total production was 6 percent below 1959 but almost equal to the 1954-58 average. Production in Colorado was the largest in recent years. Market conditions generally were unfavorable during the summer of 1960, mostly because of excessive supplies available in California. The season average price received by growers was significantly below the 1954-58 average. Unloads of cantaloups in 38 cities in July, August, and September 1960 totaled approximately 14,000 carlot equivalents, about equal to the volume recorded in the same months of 1959. In both 1959 and 1960, California shipped slightly more than 10,000 carlot equivalents to the 38 cities during the July-September quarter. In 1961, late summer crop areas probably can market a supply slightly larger than in 1960. But similar to past years, it is likely that California will furnish a large supply during the 1961 late summer marketing season which will tend to afford strong competition for late summer producing areas.

1961 Guide: The 1961 guide is a planted acreage equal to 1960. Such an acreage, with an abandonment of 7 percent and a 1956-60 average yield, will result in a production 8 percent more than in 1960 and 2 percent more than in 1959.

1961 Acreage-Marketing Guides
Summer Melons

Watermelons - Early Summer

(North Carolina, South Carolina, Georgia, Alabama, Mississippi,
Arkansas, Louisiana, Oklahoma, Texas, Arizona and California)

Year	: Acreage :		Yield :		: Price :		Value
	:Planted:	For Harvest:	Per Acre	:Production:	(\$ per	(\$1,000)	
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)		

1961 Acreage Guide and
Probable Production

(see 1961 guide
below)

305,300	1/ 66	18,135
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Background Statistics

1960 Prel.	312,300	286,000	65	2/ 18,669	1.11	20,254
1959	305,000	274,100	67	2/ 18,330	1.43	25,775
1954-58 Average	346,600	307,260	66	2/ 20,385	1.13	21,660
1949-53 "	289,440	278,800	65	2/ 18,003	1.24	22,146

1/ 1956-60 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 102 in 1949, 460 in 1950, 110 in 1951, 280 in 1954, 1,713 in 1955, 684 in 1956, 2,990 in 1958, 278 in 1959, and 255 in 1960.

Comparisons and Comments: Delay in spring harvests in Florida and California resulted in a material overlap in spring and early summer shipments. Consequently, there was heavy pressure on early summer prices, particularly for southeastern supplies. Major changes in acreage in 1960 compared with 1959 included a 9 percent increase in Texas and decreases of 31 and 10 percent in Arizona and Georgia, respectively. Total acreage was 2 percent above 1959 but substantially below the 1954-58 average. Some of the North Carolina and Oklahoma supplies were not marketed. Yields were about average and total production was slightly above 1959 but well below the 1954-58 average. In nine of the past 12 years, some early summer production has been abandoned. The 1960 season average price was down sharply from the 1959 level but approximated the 1954-58 average. For all states except Louisiana, the 1960 value of sales was materially less than in 1959. In 1961, early summer growers can expect competition from overlapping spring supplies. An acreage slightly less than in 1960 would provide ample supplies.

1961 Guide: The 1961 guide is a planted acreage 5 percent less than in 1960 in Texas and equal to 1960 in all other states. Such an acreage, with an abandonment of 10 percent and a 1956-60 average yield, will result in a production 3 percent less than in 1960 and 1 percent less than in 1959.

1961 Acreage-Marketing Guides
Summer Melons

Watermelons - Late Summer

(Indiana, Illinois, Iowa, Missouri, Delaware,
Maryland, Virginia and Oregon)

Year	: Acreage :		Yield :		: Price :		: Value :	
	:Planted:	For Harvest:	Per Acre	:Production:	(\$ per	(\$1,000	(\$1,000	Value
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)			

1961 Acreage Guide and
Probable Production

(see 1961 guide
below)

32,000

1/ 116

3,691

Background Statistics

1960 Prel.	36,350	35,550	123	<u>2</u> /	4,389	1.27	5,277
1959	31,000	30,600	124		3,793	1.53	5,791
1954-58 Average	28,300	28,140	113	<u>2</u> /	3,193	1.27	3,972
1949-53 "	21,070	20,930	101		2,123	1.32	2,808

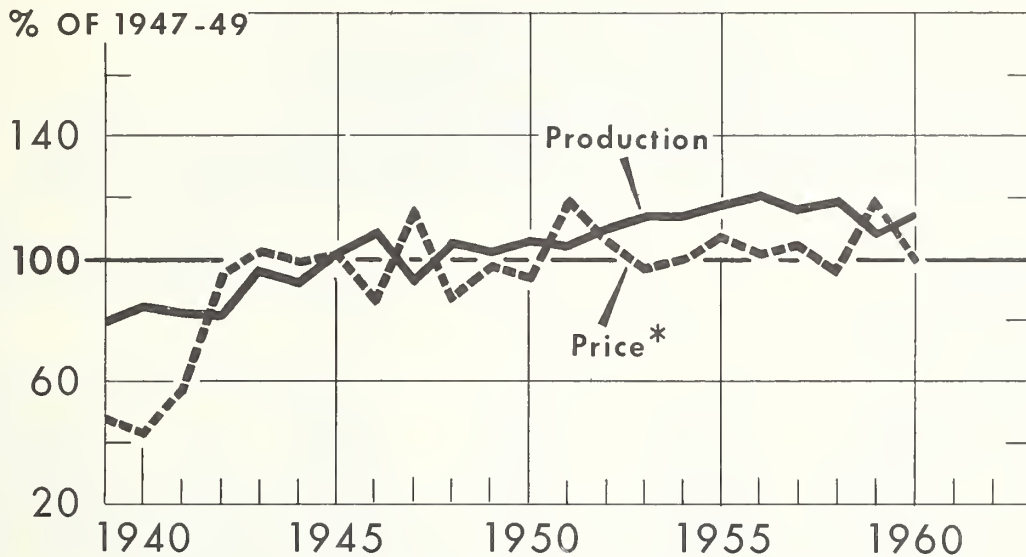
1/ 1956-60 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 200 in 1958 and 221 in 1960.

Comparisons and Comments: Acreages were increased in 1960 in all states except Delaware and Oregon and total acreage was a record. Acreage in Virginia was up more than 50 percent. Delaware acreage was cut 23 percent. Crops got off to a slow start but conditions improved rapidly and the group average yield was almost at the record level of 1959. Total production was record high and substantially more than in 1959 and average. Indiana, Missouri and Virginia each accounted for a fourth of the supply. The general delay in early summer harvest resulted in a material overlap in early and late summer shipments and market prices were depressed. Almost a fifth of the production in Virginia was not marketed. Average prices received by growers fell moderately below 1959 but were equal to the 1954-58 average. During the July-September 1960 quarter, unloads of watermelons in 38 cities were approximately 18 percent higher than in the corresponding quarter of 1959. A 1961 supply considerably smaller than in 1960 would be adequate to meet anticipated demand and assure more favorable market conditions.

1961 Guide: The 1961 guide is a planted acreage 30 percent less than in 1960 in Virginia and 5 percent below 1960 in all other states. Such an acreage, with normal abandonment and 1956-60 average yields by states, will result in a production 16 percent less than in 1960 but only slightly less than in 1959.

FALL COMMERCIAL VEGETABLES FOR FRESH MARKET



* SEASON AVERAGE PRICE RECEIVED BY FARMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 7655-60 (1) AGRICULTURAL MARKETING SERVICE

Prices received for 1960 fall vegetables in the aggregate were 25 per- cent lower than in 1959. The reduction reflected unfavorable markets for burdensome supplies of cabbage, carrots, celery, cucumbers and early fall tomatoes. But supplies of many tender vegetables were below normal due to adverse weather during the growing season. Moderate to high prices were received for sweet corn, eggplant, peppers and late fall tomatoes. Total production of fall vegetables was 4 percent larger than in 1959 and 15 percent above the 1947-49 average.

1961 Acreage-Marketing Guides
Fall Vegetables

Snap Beans - Early Fall

(New Jersey, Maryland, Virginia, North Carolina, South Carolina,
Mississippi, Arkansas, Louisiana and California)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: Price : :(\$ per (\$1,000	: Value : (\$1,000
	(acres)	(cwt.)	(1,000 cwt.)	(cwt.)	

1961 Acreage Guide and
Probable Production

(planted acreage equal
to 1960)

15,400

1/ 42

614

Background Statistics

1960 Prel.	15,350	14,450	35	505	8.99	4,539
1959	15,100	13,600	41	561	11.04	6,194
1954-58 Average	16,090	15,030	42	2/ 636	8.67	5,497
1949-53 "	21,670	20,380	38	2/ 764	7.87	5,941

1/ 1954-58 average.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 10 in 1949, 6 in 1950, 4 in 1955, and
7 in 1957.

Comparisons and Comments: Crop losses caused by Hurricane Donna in principal east coast states were not as severe as early estimates indicated in terms of production. But the loss in terms of value became apparent as much of the crop in each of the affected areas sold at discounted prices because of poor quality. The smaller crop in total was primarily due to less production in California. Unusually hot weather in the southern part of the state seriously reduced yields. Market prices were moderate to fairly high for limited quantities of good quality beans in late September and early October but declined to a low level for a brief period in mid-October. Thereafter, prices improved, reaching a high level in early November as volume from Virginia declined and movement from Florida was relatively light. South Carolina was a principal source of supply at this time and the season price in that state was high. In other states, however, average prices were generally much lower than the moderate levels in 1959. The increase in production that can normally be expected from a 1961 planted acreage equal to that in 1960 should be adequate.

1961 Guide: The 1961 guide is a planted acreage equal to that in 1960. Such an acreage, with a normal abandonment of 5 percent and a 1954-58 average yield, will result in a production 22 percent more than in 1960 but 4 percent less than the 1954-58 average.

1961 Acreage-Marketing Guides
Fall Vegetables

Snap Beans - Late Fall

(Florida and Texas)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: : : Price :	: : : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and
Probable Production

(planted acreage 10 percent
more than 1960) 14,400

1/ 34

431

Background Statistics

1960 Prel.	13,100	11,700	38	450	8.62	3,880
1959	16,800	13,400	25	340	11.74	3,993
1954-58 Average	19,540	17,340	33	2/575	8.67	4,821
1949-53 "	25,620	18,000	26	2/472	9.91	4,154

1/ 1955-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 124 in 1951, 35 in 1953, 31 in 1955, and 49 in 1958.

Comparisons and Comments: After remaining about unchanged for two years, planted acreage in both states was reduced in 1960 to a level about a third less than the 1954-58 average. Adverse weather, especially in Florida, was a contributing factor. Planting in all major producing areas of Florida was later than usual because of excessive rains. However, the replanted acreage in the Everglades area developed fairly well, as did the crop in the Pompano area, and a high average yield was obtained. Production in Florida was one-third more than the small 1959 crop. Marketing of the crop was further delayed by locally heavy rains in Pompano and in the San Antonio area of Texas. There was a gradual increase in the volume of marketings through late October with a more rapid increase in mid-November as the Everglades area reached active harvest and movement from Pompano was getting underway. After holding at a fairly high level during the first half of November, prices in Florida dropped rapidly to a fairly low level by the end of the month. The price level at this time restricted harvesting somewhat as peak movement from the Pompano area occurred. Demand from processors was fairly strong.

1961 Guide: The 1961 guide is a planted acreage 10 percent more than in 1960. Such an acreage, with a normal abandonment and a 1955-58 average yield, will result in a production 4 percent less than in 1960 and 25 percent less than the 1954-58 average.

1961 Acreage-Marketing Guides
Fall Vegetables

Broccoli - Fall

(New York, New Jersey, Pennsylvania, Virginia,
Washington, California and Oregon)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: :Production:	: Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1961 Acreage Guide and Probable Production</u>					
(planted acreage 5 percent less than 1960)	23,500	1/ 45	1,047		
<u>Background Statistics</u>					
1960 Prel.	24,750	24,650	43	1,067	8.17 8,718
1959	23,400	23,200	39	903	8.29 7,482
1954-58 Average	23,010	22,710	45	1,032	8.01 8,111
1949-53 "	21,940	21,720	47	1,011	8.35 8,386
1/ 1954-58 average yield.					

Comparisons and Comments: Year to year adjustments in acreage and production of fall broccoli are primarily related to the relative level of frozen stocks and resulting freezer demand. The 1960 acreage for harvest was 6 percent above 1959. Yields were moderate and production was 18 percent more than in 1959 and 3 percent more than the 1954-58 average. Fresh markets continued to be an important outlet for part of fall crop, although most of it is sold to freezers. Fresh market prices were high during August and September for limited volume from California and moderate volume from eastern states. Although seasonally lower, prices held at moderate levels as shipments increased during October and November. Movement from California was interrupted by a cold wave in early December but continued heavy later in the month. Freezer demand was strong, especially in California. The quantities required by freezers are not likely to be as large in 1961 so that a slightly smaller production would be sufficient to meet market requirements.

1961 Guide: The 1961 guide is a planted acreage 5 percent less than in 1960. Such an acreage, with a small average abandonment and a 1954-58 average yield would result in a production slightly less than in 1960 but about equal to the 1954-58 average.

1961 Acreage-Marketing Guides
Fall Vegetables

Cabbage - Early Fall
(Fresh Market and Processing)

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York
(L.I.), New York (Other), New Jersey, Pennsylvania, Ohio, Michigan,
Idaho, Wisconsin, Minnesota, Utah and Oregon)

Year	: Acreage :		Yield :	:	:	:
	:Planted:	For Harvest:				
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and
Probable Production

(planted acreage 5 percent less
than in 1960)

36,800

1/ 246

8,691

Background Statistics

1960 Prel.	38,740	37,710	246	9,285	1.42	13,089
1959	37,790	35,330	216	7,614	2.34	17,809
1949-58 Average	43,766	42,240	233	9,837	1.35	12,732

1/ 1954-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 34 in 1949, 2,246 in 1950, 200 in 1951,
84 in 1954, 600 in 1956, and 435 in 1958.

Comparisons and Comments: In response to the high prices received for 1959 crops, growers expanded acreage in 1960. Early fall plantings for fresh market and kraut utilization were 3 percent larger than in 1959. Dry weather hampered sizing and reduced early prospects, particularly in New York. However, yields turned out above the low 1959 levels in all major areas. Production was more than one-fifth larger than in 1959 but 6 percent below the 1949-58 average. Although a low kraut inventory stimulated processor purchases, the total supply of early fall cabbage was plentiful. Fall supplies were introduced on a market already saturated with a large late summer crop. Average prices for the season were considerably below the high levels of the preceding year but were slightly above the 1949-58 average. In 1961, growers must reduce acreage in order to avoid possible market difficulty. Total supply of kraut for the 1960-61 marketing season is moderate but larger than in the preceding year. Processor requirements in 1961 may be reduced. With normal yields, ample supplies for fresh market and kraut requirements can be produced on an acreage moderately smaller than in 1960.

1961 Guide: The 1961 guide for early fall cabbage for fresh market and kraut is a planted acreage 5 percent less than in 1960. Such an acreage, with normal abandonment of 4 percent and a 1954-58 average yield will result in a production 6 percent smaller than in 1960.

1961 Acreage-Marketing Guides
Fall Vegetables

Cabbage - Late Fall

(Virginia, North Carolina and South Carolina)

Year	: Acreage	: Yield	:	:	:
	:Planted:	For Harvest:	Per Acre	Production:	Price : Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1961 Acreage Guide and Probable Production

(planted acreage 5 percent less than 1960)

3,200

1/ 113

362

Background Statistics

1960 Prel.	3,400	3,400	105	357	1.42	506
1959	3,150	3,050	109	333	3.69	1,231
1954-58 Average	4,220	3,730	107	2/388	2.26	839
1949-53 "	4,622	4,622	117	543	2.45	1,282

1/ 1955-59 average yield.

2/ Includes 22,000 cwt. not marketed in 1956 and excluded in computing value.

Comparisons and Comments: Total late fall acreage was expanded 8 percent from 1959 as an increase in North Carolina outweighed a moderate reduction in Virginia. A potential sharp increase in production in 1960 was averted by disappointing yields in North Carolina and Virginia. The total crop was 7 percent larger than in 1959 but 8 percent below the 1954-58 average. Hurricane damage limited stands in North Carolina and reduced yield prospects in early season. As the harvest season came on, low prices were carried over from the burdensome early fall crop. The weak market limited movement, and complete cuttings were discouraged in all areas. Winter producing areas began light harvest in mid-November and placed an added burden on the market. Consequently, 1960 season average prices in the late fall states were considerably lower than the favorable levels of the preceding year and the 1954-58 average. Growers should expect continuing strong competition from early fall states in 1961. With more normal yields in 1961, a smaller acreage should provide ample market supplies.

1961 Guide: The 1961 guide is a planted acreage 5 percent less than in 1960. Such an acreage, with no abandonment and a 1955-59 average yield, will result in a production 1 percent larger than in 1960.

1961 Acreage-Marketing Guides
Fall Vegetables

Carrots - Early Fall

(Massachusetts, New York, Pennsylvania, Illinois, Michigan, Wisconsin,
Minnesota, Texas, New Mexico, Washington and Oregon)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	: Per Acre	:Production:	: Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and
Probable Production

(planted acreage equal
to 1960)

17,050

1/ 261

4,219

Background Statistics

1960 Prel.	17,050	16,100	300	4,828	1.62	7,821
1959	17,650	16,450	259	4,257	1.76	7,491
1954-58 Average	20,008	18,450	243	2/4,481	1.83	1,915
1949-53 "	19,904	19,226	242	2/4,638	1.90	8,576

1/ 1955-59 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 336 in 1950, 124 in 1951, 238 in 1953, 256 in 1954, 113 in 1956, and 235 in 1958.

Comparisons and Comments: The 1960 acreage of early fall carrots was cut 3 percent from 1959. Reductions in the East and Southwest more than offset larger plantings in midwestern and northwestern areas. The most striking change occurred in New Mexico where growers reduced acreage more than four-fifths. Growing conditions were favorable in most areas, particularly in the latter half of the season, and yields exceeded 1959 levels in all states except New Mexico and Texas. Average yield for the seasonal group was record high and more than offset the acreage decline. The total crop was 13 percent more than in 1959 and 8 percent larger than the 1954-58 average. Fresh market carrots from the early fall states met strong competition from plentiful California supplies and market prices were low. For the season, prices averaged below 1959 and the 1954-58 average. Increased production in the major processing states resulted in a large pack in 1960. Canned supplies for the 1960-61 season are fairly heavy and carryover into 1961 is likely to limit processor requirements. Competition from California will continue strong for fresh market sales. With average yields, an equal acreage in 1961 would provide adequate supplies to meet market needs.

1961 Guide: The 1961 guide is a planted acreage equal to 1960. Such an acreage, with normal abandonment and 1955-59 average yields by states, will result in a production 13 percent less than in 1960.

1961 Acreage-Marketing Guides
Fall Vegetables

Carrots - Late Fall

(California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and
Probable Production

(planted acreage equal
to 1960)

8,400

1/ 267

2,243

Background Statistics

1960 Prel.	8,400	8,400	280	2,352	3.87	9,096
1959	9,400	9,400	295	2,773	3.58	9,940
1954-58 Average	10,040	10,040	255	3,550	4.58	11,654
1949-53 "	9,540	9,540	236	2,238	4.86	10,919

1/ 1955-59 average yield.

Comparisons and Comments: Planted acreage was cut by 11 percent in 1960, largely reflecting the depressed fall markets of recent years. In spite of this reduction, prices again were low during most of the season and did not turn up to more favorable levels until shipments declined seasonally in December. Yields were moderately below 1959, reflecting growers' reluctance to harvest under unfavorable marketing conditions. California fall production was 15 percent below 1959 and 8 percent less than the 1954-58 average. Expanded early fall production in areas closer to major population centers cut into the outlets of California growers in 1960. Areas with locational advantages have demonstrated their ability to produce a competitive product in recent years. California growers should anticipate a continuance of such competition during the fall season. A moderately smaller crop in 1961 would provide adequate supplies for current markets. However, assuming normal yields, a 1961 planted acreage equal to 1960 would result in a sufficient supply adjustment.

1961 Guide: The 1961 guide is a planted acreage equal to 1960. Such an acreage, with no abandonment and a 1955-59 average yield, will result in a production 5 percent less than in 1960.

1961 Acreage-Marketing Guides
Fall Vegetables

Cauliflower - Early Fall

(New York (L.I.), New Jersey, Ohio, Michigan and Oregon)

Year	Acreage		Yield		Price	Value
	:Planted:	:For Harvest:	:Per Acre	:Production:		
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and
Probable Production

(planted acreage equal
to 1960)

7,900

1/ 161

1,208

Background Statistics

1960 Prel.	7,900	7,400	165	1,219	3.55	4,329
1959	8,800	6,350	143	907	3.95	3,584
1954-58 Average	8,348	7,588	161	2/ 1,224	3.55	4,265
1949-53 "	9,390	8,850	168	2/ 1,488	3.13	4,555

1/ 1954-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 100 in 1949, 56 in 1950, 8 in 1953, and 39 in 1957.

Comparisons and Comments: In sharp contrast to the 1959 season, when slightly over a fourth of the plantings were abandoned and average yields were low, weather factors were mostly favorable in the principal producing areas during 1960. Although growth was slowed and yields reduced slightly by hurricane damage on Long Island and by unseasonably high temperatures in New Jersey during September, high average yields were obtained in these as well as other early fall crop states. Total production was a little over a third larger than in 1959 but about equal to the 1954-58 average. Substantial increases in production occurred on Long Island and in Michigan. Production for processing in Oregon was up from 1959 as yields were high on the moderately increased acreage. For the most part, early fall crops were of good quality and were marketed readily at favorable prices. Fresh market prices declined as movement from Michigan and Long Island was active in mid-October. Then prices strengthened considerably as shipments were limited by the delay in crop growth on Long Island and by the completion of harvests in other states. Continued heavy volume in late November and early December sold at lower prices. Acreage should be limited because of potentially high yields which would result in excessive production, particularly for fresh market outlets.

1961 Guide: The 1961 guide is a planted acreage equal to that in 1960. Such an acreage with a normal abandonment of 5 percent and a 1954-58 average yield, will result in a production about equal to that in 1960.

1961 Acreage-Marketing Guides
Fall Vegetables

Cauliflower - Late Fall

(California)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: (1,000 cwt.)	: (\$ per cwt.)	: Value (\$1,000)
	(acres)	(cwt.)			

1961 Acreage Guide and
Probable Production
(planted acreage 5 percent
less than 1960) 6,800

1/ 161 1,095

Background Statistics

1960 Prel.	7,200	7,200	165	1,188	2.71	3,222
1959	6,800	6,800	155	1,054	3.21	3,385
1954-58 Average	5,460	5,440	161	877	2.77	2,406
1949-53 "	5,960	5,960	150	884	2.73	2,373

1/ 1954-58 average yield.

Comparisons and Comments: There was a moderate increase of 400 acres in acreage in 1960 on the basis of a continued strong demand in fresh market channels and prospects for large sales to freezers. At this level, acreage was about 6 percent more than the large acreage in 1959 and a third more than the 1954-58 average. Crops grew well under mostly favorable weather; the timely period of cool weather in late October as many plants were nearing maturity was particularly helpful. The average yield was relatively high. Production exceeded 1959 by approximately 13 percent and was well over a third more than the 1954-58 average. Harvesting became seasonally active in October and continued so through November and December. Movement to freezers was heavy. Unload data indicate that fresh markets absorbed a slightly larger quantity in 1960. Available data indicate that about a third of the total production moved to fresh markets. A slight reduction in acreage in 1961 would allow production to continue at a relatively high level and still be in balance with currently indicated market requirements.

1961 Guide: The 1961 guide is a planted acreage 5 percent less than in 1960. Such an acreage with no abandonment and a 1954-58 average yield would result in a production 8 percent less than in 1960 but one-fourth more than the 1954-58 average.

1961 Acreage-Marketing Guides
Fall Vegetables

Celery - Early Fall

(Massachusetts, New Jersey, Pennsylvania, Ohio and Michigan)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : : Production:	: : : Price :	: : : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and
Probable Production

(planted acreage equal
to 1960)

2,100 1/ 273 527

Background Statistics

1960 Prel.	2,100	2,000	302	604	3.54	2,138
1959	2,550	2,230	259	578	4.34	2,511
1954-58 Average	3,140	2,910	265	2/ 772	3.90	2,966
1949-53 "	4,366	4,178	268	2/ 1,119	3.68	4,051

1/ 1956-60 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 55 in 1953 and 39 in 1954.

Comparisons and Comments: Early fall acreage continued its long-term downward trend in 1960; all states reduced plantings. The record-low 1960 acreage was 18 percent below 1959 and less than half the plantings of 10 years ago. Hot, humid weather and hurricane damage in September reduced crop prospects in New Jersey; blight infestation was general in Pennsylvania fields. In Michigan, ample moisture and hot weather resulted in a crop of good quality. The average yield for the seasonal group was record high and more than offset the acreage reduction. Production was 4 percent larger than in the preceding year but considerably below average. Well over half of the supply originated in Michigan. Plentiful supplies also were available from California during September and October and depressed prices for eastern supplies, except for the small crop in Massachusetts which returned a high average price. The season average price received was sharply below the high level of 1959 and considerably less than average. In 1961, growers should anticipate continued strong competition from California marketings. Even with lower, more normal yields, acreage equal to that in 1960 should provide ample supplies.

1961 Guide: The 1961 guide is a planted acreage equal to 1960. Such an acreage, with normal abandonment of 8 percent and a 1956-60 average yield will result in a production 13 percent less than in 1960 and 9 percent less than in 1959.

1961 Acreage-Marketing Guides
Fall Vegetables

Celery - Late Fall

(California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and
Probable Production

(planted acreage 10 percent
less than in 1960) 7,100

1/ 409 2,904

Background Statistics

1960 Prel.	7,900	7,900	375	2,962	3.05	9,034
1959	7,300	7,300	400	2,920	4.35	12,702
1954-58 Average	7,640	7,640	409	<u>2/</u> 3,129	3.49	10,556
1949-53 "	8,280	8,200	321	2,621	3.74	9,780

1/ 1955-59 average yield.

2/ Includes 533,000 cwt. not marketed in 1956 and excluded in computing value.

Comparisons and Comments: Increased plantings in the Salinas Valley accounted for the 8 percent increase in acreage in 1960. Acreage changes in other California areas, including Santa Maria-Oceano and Stockton areas, were about offsetting. Weather was favorable for good yield and quality. Production totaled slightly larger than in 1959 but moderately below the 1954-58 average. From time to time, growers slowed harvesting because supplies in terminal markets exceeded needs. The average price received for 1960 supplies was the lowest since 1949. In early September, Salinas supplies returned moderate prices. During the remainder of the fall, however, supplies from other California areas added to the Salinas volume and prices were at low levels. In November and December shipments from Florida provided further competition. A part of the marketing problem encountered in 1960 was due to increased supplies from fall crops in the East and Midwest where yields were high. Under normal conditions, this competition probably will not be as great in 1961. California growers should be able to market readily a 1961 supply slightly smaller than in 1960. Less acreage will be needed if average yields are obtained.

1961 Guide: The 1961 guide is a planted acreage 10 percent less than in 1960. Such an acreage, with no abandonment and a 1955-59 average yield, will result in a production 2 percent less than in 1960.

1961 Acreage-Marketing Guides
Fall Vegetables

Sweet Corn - Fall

(Florida and California)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1961 Acreage Guide and
Probable Production
(planted acreage equal to
1960) 9,800

1/ 56 477

Background Statistics

1960 Prel.	9,800	7,800	53	416	5.61	2,332
1959	10,800	9,700	51	<u>2/</u> 499	4.64	2,160
1954-58 Average	9,380	8,240	67	<u>2/</u> 541	4.53	2,350
1949-53 "	4,340	3,720	51	195	5.17	984

1/ 1956-60 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 24 in 1955 and 33 in 1959.

Comparisons and Comments: Acreage increased sharply during the 1950's and peaked in 1958. However, acreage was reduced in 1959 and 1960. The 1960 plantings were 9 percent less than in 1959, with a reduction in Florida more than offsetting an increase in California. Hurricane Donna, followed by heavy rains in late September, severely damaged the Florida crop. Considerable acreage was replanted; remaining early fields turned out low yields as wet conditions limited disease and insect control. Later fields turned out well, but average yields for the season in Florida were low and production was smallest in the last 4 years. Florida harvest began in mid-October and reached a peak in late November. Shipping point prices were high at start of harvest in late October but declined in November as volume increased. Grower prices averaged relatively high. In California, crop conditions were more favorable. Average yield for the state equaled the 1957 record. Although their crop was 54 percent larger than in 1959, California growers benefitted from the short Florida supplies and received high prices. In 1961, growers probably can market moderately more fall sweet corn. With a return to average yields in 1961, a larger supply would be produced on an acreage equal to 1960.

1961 Guide: The 1961 guide is a planted acreage equal to 1960. Such an acreage with normal abandonment and 1956-60 average yields by states will result in a production 15 percent larger than in 1960.

1961 Acreage-Marketing Guides
Fall Vegetables

Cucumbers - Early Fall

(Virginia, South Carolina, Georgia, Louisiana and California)

Year	: Acreage :		Yield :		: Price :		Value
	:Planted:	For Harvest:	Per Acre	Production:	(\$ per	(\$1,000)	
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)		
1961 Acreage Guide and Probable Production (see 1961 guide below)	6,300		1/ 82	513			
<u>Background Statistics</u>							
1960 Prel.	6,700	6,500	82	536	4.51		2,417
1959	6,400	6,100	86	522	5.19		2,709
1954-58 Average	5,790	5,650	83	2/ 467	4.07		1,888
1949-53 "	4,020	3,800	94	2/ 357	3.97		1,391

1/ 1954-58 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 8 in 1949 and 4 in 1955.

Comparisons and Comments: Although crop damage from the hurricane in early September was widespread and quite severe, particularly in Virginia, a large early fall crop was produced in 1960. Larger plantings in Virginia and South Carolina have accounted for the increase in acreage in each of the past two years. With only a small total abandonment in Virginia, the acreage for harvest was about 7 percent more than in 1959. Market prices were generally low in late September as movement from Virginia was heaviest. While over-all volume was not particularly heavy, many offerings were discounted because of low quality. Prices improved in early October as South Carolina became the major source of supply. Quality was good and prices were high as volume Florida marketings were delayed several weeks. Enough cucumbers were available in California for local requirements during the fall marketing period, which extends from August through November. A more normal competitive pattern of marketings from early fall states and from closely competing areas should be counted on in 1961. Production probably would be at a fairly high level even with a moderate reduction in acreage.

1961 Guide: The 1961 guide is a planted acreage 10 percent less than in 1960 in Virginia and South Carolina and equal to 1960 in all other states. Such an acreage, with no abandonment and a 1954-58 average yield, would result in a production 4 percent less than in 1960 but 10 percent more than the 1954-58 average.

1961 Acreage-Marketing Guides
Fall Vegetables

Cucumbers - Late Fall

(Florida)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and
Probable Production

(planted acreage 10 percent
less than 1960) 5,800

1/ 111 579

Background Statistics

1960 Prel.	6,400	6,000	115	2/690	4.60	2,820
1959	6,700	5,900	92	2/543	8.00	3,704
1954-58 Average	5,780	5,320	111	2/587	5.68	3,053
1949-53 "	4,720	3,900	97	2/376	6.07	2,195

1/ 1954-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 31 in 1953, 48 in 1954, 37 in 1955, 26 in 1956, 70 in 1957, 66 in 1958, 80 in 1959, and 77 in 1960.

Comparisons and Comments: Total acreage of fall cucumbers in 1960 was relatively large and only slightly below the record reached in 1959. A large part of the acreage that was harvested was late because of the hurricane that swept through principal areas in early September. The crop in the Wauchula area was replanted and planting was active in other areas much later than usual. Rainfall continued excessive through early October but most crops survived and developed rapidly as conditions improved later in the season. Only a very small quantity of the crop was ready for marketing prior to the first week of November. Thus, the large production had to be marketed primarily from mid-November to mid-December. Shipping point prices declined from moderate levels in early November to low levels by mid-month. Low prices, which barely covered harvesting and packing costs, were reached in late November as movement was active from the Ft. Myers area and increasing from Pompano. Abandonment was heavy at this time. Prices improved slightly by mid-December but were still low. An acreage moderately below 1960 would, under normal conditions, yield a production that would be adequate.

1961 Guide: The 1961 guide is a planted acreage 10 percent less than in 1960. Such an acreage, with normal abandonment of 10 percent and a 1954-58 average yield will result in a production 16 percent less than in 1960.

1961 Acreage-Marketing Guides
Fall Vegetables

Eggplant - Fall

(Florida and Texas)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: : :Production:	: : Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1961 Acreage Guide and
Probable Production

(planted acreage equal
to 1960)

1,450 1/ 80 116

Background Statistics

1960 Prel.	1,450	1,200	68	81	8.60	697
1959	1,850	1,600	65	104	7.87	818
1954-58 Average	1,500	1,470	80	2/ 118	5.37	581
1949-53 "	1,460	1,380	58	79	6.39	497

1/ 1954-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 3 in 1954, 15 in 1955 and 11 in 1957.

Comparisons and Comments: Production and marketing of the 1961 fall eggplant crop was severely disrupted by hurricane Donna. In Florida, a fourth of the planted acreage was lost to winds and excessive rains. Surviving fields made a gradual recovery but yields were much below average. Florida production was down 30 percent from 1959. In addition to crop damage, the harvest pattern was distorted. Relatively light supplies were available during November and sold at high prices. But shipments increased rapidly in December and prices declined to moderate levels. For the season, the average price received by Florida growers was well above 1959 and the 1954-58 average. The small Texas crop encountered favorable growing conditions. Yields were good and production was slightly larger than a year earlier. Most of the crop was marketed during November at favorable prices. With normal timing of harvests, the market can readily absorb a significantly larger quantity of eggplant than was available in 1960. A crop ranging between 110 and 120 thousand hundredweight usually can be marketed profitably. A planted acreage in 1961 equal to 1960 would, with average yields, provide a sufficient supply.

1961 Guide: The 1961 guide is a planted acreage equal to 1960. Such an acreage, with no abandonment and a 1954-58 average yield, will result in a production 43 percent more than 1960.

1961 Acreage-Marketing Guides
Fall Vegetables

Lettuce - Early Fall

(New Jersey, Texas, New Mexico, Washington,
Oregon and California)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: : : Price :	: : : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and
Probable Production

(planted acreage equal to 1960)	34,580	1/ 144	4,880		
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Background Statistics

1960 Prel	34,580	33,550	141	4,722	4.41	20,819
1959	31,980	30,450	154	4,699	5.49	25,799
1954-58 Average	41,394	40,500	143	2/5,784	4.16	24,052
1949-53 "	46,940	45,640	125	2/5,727	4.26	23,886

1/ 1955-59 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 118 in 1949, 223 in 1950, 137 in 1952, 28 in 1953, 19 in 1954, and 38 in 1958.

Comparisons and Comments: California and Texas growers expanded plantings in 1960 and were responsible for a group acreage increase of 8 percent. However, production for the season was only slightly above 1959, as average yields turned out substantially below 1959. Excessive moisture reduced yields in Oregon, Texas, and New Jersey. The California crop was damaged by cool nights and foggy weather. Plentiful supplies and quality problems in California held prices at low levels during the first half of the season. The market improved sharply in mid-October as California volume declined seasonally. Prices continued high through October, then trended downward, reaching low levels by mid-November as Arizona late fall supplies became heavy. Early fall lettuce acreage has declined in recent years as the Willcox and Aguila areas of Arizona have grown as competitive supply sources. Future market conditions depend largely on the further development of the early Arizona producing areas. Whether they are maintained at present levels or expanded, they will continue to provide intensive competition for early fall growers in 1961.

1961 Guide: The 1961 guide is a planted acreage equal to 1960. Such an acreage with normal abandonment of 2 percent and a 1955-59 average yield will result in a production 3 percent larger than in 1960.

1961 Acreage-Marketing Guides
Fall Vegetables

Lettuce - Late Fall

(Arizona)

Year	Acreage		Yield			
	:Planted:	For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and
Probable Production

(planted acreage 5 percent less
than in 1960)

22,200

1/ 140

3,108

Background Statistics

1960 Prel.	23,400	20,700	155	3,208	4.25	13,634
1959	22,500	21,500	150	3,225	5.30	17,092
1954-58 Average	17,540	17,360	135	2,254	5.28	11,614
1949-53 "	12,880	12,880	129	2/1,633	4.74	7,579

1/ 1953-57 average yield.

2/ Includes 211,000 cwt. not marketed in 1949 and excluded in computing value.

Comparisons and Comments: Following five successive years of record high production, the 1960 crop turned out slightly smaller than in the preceding year. This reduction developed from considerable acreage abandonment rather than from planting adjustment. Planted acreage was 4 percent larger than in 1959 as increases in the Willcox and Aguila sections more than offset a moderate cutback in the Phoenix area. High temperatures and insect damage plagued Willcox growers. Substantial acreages were lost to bolting and seeders in both the Willcox and Aguila districts. In spite of these adversities, yields turned out high on the acreage harvested. Willcox started light shipments in September and peaked in early October. Movement began from Aguila in early October and from Phoenix by October 25. Market conditions varied widely throughout the season. Prices were low in early season but improved sharply in mid-October as California shipments subsided. Prices continued at moderate to high levels until mid-November, then turned low as Phoenix reached peak volume. Increasing shipments out of winter areas kept the market weak to the end of the season. For the season, returns averaged relatively low. If growing conditions had been better, supplies would probably have been in continuous surplus. With average yields, a smaller acreage in 1961 would produce ample supplies. Such an adjustment is particularly warranted in the later harvesting areas.

1961 Guide: The 1961 guide is a planted acreage 5 percent less than in 1960. Such acreage with no abandonment and a 1953-57 average yield will result in a production 3 percent less than in 1960.

1961 Acreage-Marketing Guides
Fall Vegetables

Green Peppers - Fall

(Virginia, Florida and Texas)

Year	: Acreage :		Yield :		:		:	
	:Planted:	For Harvest:	Per Acre	:Production:	Price	:	Value	:
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per		(\$1,000)	
					cwt.)			
1961 Acreage Guide and Probable Production (planted acreage equal to 1960)	6,700		1/ 54	344				
<u>Background Statistics</u>								
1960 Prel.	6,700	6,000	57	343	11.20		3,840	
1959	6,900	6,400	52	336	11.99		4,030	
1954-58 Average	7,340	6,840	52	2/347	9.20		3,104	
1949-53 "	7,710	7,470	41	305	10.55		3,125	

1/ 1955-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 26 in 1954 and 5 in 1955.

Comparisons and Comments: Plantings in 1960 were relatively high in all producing areas and the total was only slightly below 1959. The smaller acreage for harvest was the result of the hurricane in early September and the heavy rains that continued until early October in Florida. Many plantings in that state were destroyed and recovery was slow, although yields improved later in the season. The value of Virginia production was only a fourth that in 1959 as yields were drastically reduced and prices were low. In Texas, the crop developed well and it more than offset reductions in other areas. Total fall production was slightly larger than in 1959. Prices for Virginia and Texas offerings were under pressure from heavy movement from the late summer crops in New Jersey and California through October. But in November the drop in California shipments and the delay in movement from Florida resulted in a favorable marketing situation for Texas growers. The large production was sold at high prices. Though declining as the season progressed, prices for limited shipments from Florida were high through December. With average yields, a 1961 acreage equal to 1960 should provide adequate supplies.

1961 Guide: The 1961 guide is a planted acreage equal to 1960. Such an acreage, with normal abandonment of 5 percent and a 1955-58 average yield, will result in a production equal to 1960.

1961 Acreage-Marketing Guides
Fall Vegetables

Spinach - Early Fall

(Massachusetts, Connecticut, New York, New Jersey,
Pennsylvania, Ohio and Missouri)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: : : Price :	: : : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and
Probable Production

(planted acreage equal
to 1960)

6,250

1/ 58

341

Background Statistics

1960 Prel.	6,250	5,400	53	286	6.77	1,936
1959	6,450	5,600	54	303	6.88	2,086
1954-58 Average	6,248	5,674	59	337	5.70	1,915
1949-53 "	7,840	7,590	64	2/ 488	5.18	2,453

1/ 1955-59 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 37 in 1949 and 17 in 1950.

Comparisons and Comments: Spinach production during the early fall season declined gradually over the past decade, reflecting small acreage reductions in almost all states. However, acreage has tended to stabilize in recent years in the more important areas. In 1960, total plantings were slightly smaller than in 1959, with Pennsylvania and Missouri accounting for the bulk of the decline. Growing conditions were variable during the 1960 season. Hot weather delayed the start of harvest and rains accompanying hurricane Donna caused additional damage in the eastern areas. As a result, the group average yield was well below the 1954-58 average. The small crop generally sold at favorable prices and the season average price received by growers was relatively high. The decline in fresh spinach production reflects a shift in consumers' preferences to frozen spinach. Frozen supplies were large in 1960 and are likely to be abundant again in 1961. Although competition between fresh and processed spinach will continue strong, growers should be able to find an acceptable market for a 1961 crop larger than in 1960. But with normal growing conditions and average yields, a sufficient increase would be obtained from the same planted acreage as in 1960.

1961 Guide: The 1961 guide is a planted acreage equal to 1960. Such an acreage, with normal abandonment of 6 percent and a 1955-59 average yield, will result in a production 19 percent more than in 1960.

1961 Acreage-Marketing Guides
Fall Vegetables

Spinach - Late Fall

(Arkansas, Oklahoma, Maryland and Virginia)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: : : Price :	: : : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and
Probable Production

(planted acreage equal
to 1960)

2,500

1/ 45

96

Background Statistics

1960 Prel.	2,500	2,300	49	113	5.65	639
1959	2,850	1,680	46	77	6.17	475
1954-58 Average	2,790	2,274	45	103	5.00	514
1949-53 "	4,130	2,736	46	126	4.78	584

1/ 1954-58 average yield.

Comparisons and Comments: The late fall spinach crop is frequently affected by adverse weather, resulting in substantial variation from year to year in acreage and production. The crop in 1960 was about 45 percent larger than in 1959 and a tenth above the 1954-58 average. While plantings were a little less than in 1959, acreage losses were less severe. Also, the group average yield was relatively high despite extensive damage from heavy rains in the East Coast areas. Considerable acreage was replanted, which later caused some distortion of marketing patterns. The shipping season got underway in late October with heavy volume available by the middle of November. Prices for the Maryland-Virginia crop were high, reflecting less competition from fall crops in other eastern states. But prices received for the Ozarks crop were low. With normal timing of fall harvests, growers should expect more intensive competition in 1961 than encountered in 1960. A 1961 planted acreage equal to 1960 would furnish sufficient supplies for all market requirements.

1961 Guide: The 1961 guide is a planted acreage equal to 1960. Such an acreage, with normal abandonment of 15 percent and a 1954-58 average yield, will result in a production 15 percent less than in 1960.

1961 Acreage-Marketing Guides
Fall Vegetables

Tomatoes - Early Fall

(California)

Year	Acreage		Yield Per Acre (cwt.)	Production (1,000 cwt.)	Price (\$ per cwt.)	Value (\$1,000)
	Planted	For Harvest				
	(acres)					

1961 Acreage Guide and
Probable Production

(planted acreage 5 percent less
than 1960)

20,900

1/ 163

3,407

Background Statistics

1960 Prel.	22,000	22,000	165	3,630	6.70	24,321
1959	20,800	20,800	180	3,744	8.60	32,198
1954-58 Average	20,320	20,320	165	3,325	6.94	23,098
1949-53 "	17,560	17,560	147	2,563	6.78	17,394

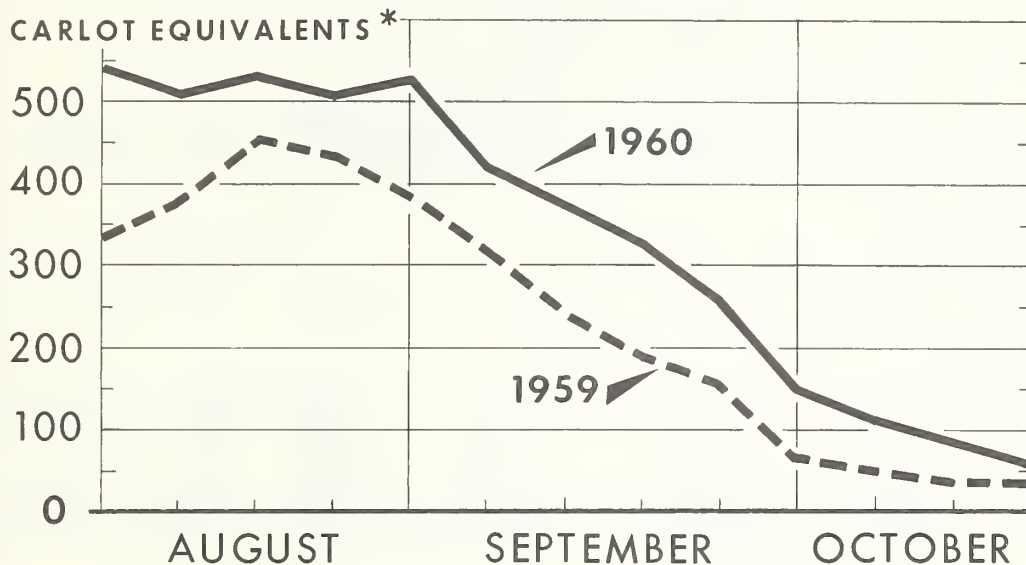
1/ 1955-59 average yield.

Comparisons and Comments: Following a season of high prices in 1959, growers were overly optimistic and increased acreage substantially in 1960. The increased acreage was offset by lower yields, resulting in a production 3 percent below the record high 1959 crop, but 9 percent over the 1954-58 average. This supply of tomatoes, in combination with locally-grown late summer tomatoes remaining available later than usual, resulted in poor market conditions until late in the season. The northern San Joaquin Valley crop was late, but fair weather permitted heavy shipments later than usual. Light to fairly heavy rain fell throughout the Stockton district in early November cutting shipments sharply. Further rainfall in mid-November eliminated volume movement of bush-grown tomatoes. The main volume thereafter came from the San Diego district where plantings were spaced for some very late harvest. The light shipments after early November, together with the delay in the Florida late fall crop, resulted in relatively high prices late in the season. However, the over-all season was one of the most unfavorable ever experienced by growers.

1961 Guide: The 1961 guide is a planted acreage 5 percent less than 1960. Such an acreage, with no abandonment and a 1955-59 average yield, will result in a production 6 percent less than 1960 but 2 percent above the 1954-58 average.

SUMMER TOMATO SUPPLIES

Unloads at 38 Cities



*TOTAL U. S. RAIL AND TRUCK FROM EARLY SUMMER AND LATE SUMMER STATES, EXCLUDING CALIFORNIA.

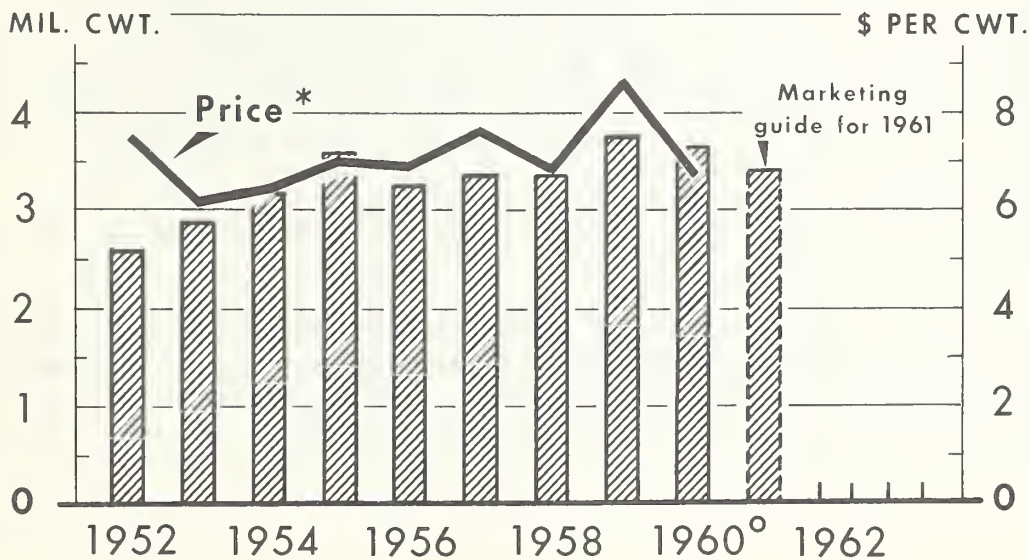
U. S. DEPARTMENT OF AGRICULTURE

NEG. 8316-60 (12)

AGRICULTURAL MARKETING SERVICE

EARLY FALL CROP TOMATOES

Price and Production



*SEASON AVERAGE PRICE RECEIVED BY FARMERS

°PRELIMINARY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 8358-61 (1)

AGRICULTURAL MARKETING SERVICE

1961 Acreage-Marketing Guides
Fall Vegetables

Tomatoes - Late Fall

(Florida and Texas)

Year	: Acreage : :Planted:For Harvest:	: Yield : Per Acre	: : :Production:	: : Price :	: : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and
Probable Production
(planted acreage 10 percent
more than 1960) 11,400

1/ 102 1,021

Background Statistics

1960 Prel.	10,400	7,000	110	770	10.68	8,220
1959	11,900	9,400	76	719	10.21	7,338
1954-58 Average	15,200	13,940	95	1,313	8.29	10,810
1949-53 "	21,960	17,960	55	954	8.63	8,193

1/ 1955-59 average yield by states.

Comparisons and Comments: Florida growers experienced another unfavorable season in 1960. Plantings were delayed by excessive rainfall, with Dade County further behind schedule than other areas. A heavy loss of planted acreage occurred in September due to excessive rains and hurricane Donna. A total of 3,200 acres, over a third of the planted acreage, was lost to the adverse weather. Intermittent rains continued through early November, leaching fertilizer and making disease control difficult because of inability to maintain effective spray programs. Light shipments began the latter part of October, but volume movement was not attained until a month later. Prices opened at high levels, reflecting the below normal supplies available. As shipments became heavy in mid-December, prices dropped to low levels. The downward trend in acreage continued in Texas, with 1960 acreage the smallest in over 30 years. This small crop progressed under generally favorable growing conditions and light shipments began in late October. With more normal weather conditions contributing to a longer marketing season, Florida growers should be able to profitably market a materially larger production in 1961.

1961 Guide: The 1961 guide is a planted acreage 10 percent more than 1960. Such an acreage, with normal abandonment and 1955-59 average yields by states, will result in a production 33 percent more than in 1960, but 22 percent less than the 1954-58 average.

1961 Acreage-Marketing Guides
Sweetpotatoes

(New Jersey, Missouri, Kansas, Maryland, Virginia, North Carolina,
South Carolina, Georgia, Florida, Kentucky, Tennessee, Alabama,
Mississippi, Arkansas, Louisiana, Oklahoma, Texas and California)

Year	: Acreage :		Yield :		: Price :		: Value :	
	:Planted:	For Harvest:	Per Acre	:Production:	(\$ per	(\$1,000)	(\$1,000)	
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)			

1961 Acreage Guide and
Probable Production

(see 1961 guide
below)

249.0

1/ 67.0

16,293

Background Statistics

1960 Prel.	228.2	223.0	70.3	15,667	3.97	62,162
1959	287.4	276.1	68.2	18,833	3.19	60,154
1954-58 Average	309.1	300.7	60.1	17,983	3.96	70,666
1949-53 "	395.9	387.6	53.0	20,622	4.67	91,372
1/ 1957-60 average yield by states.						

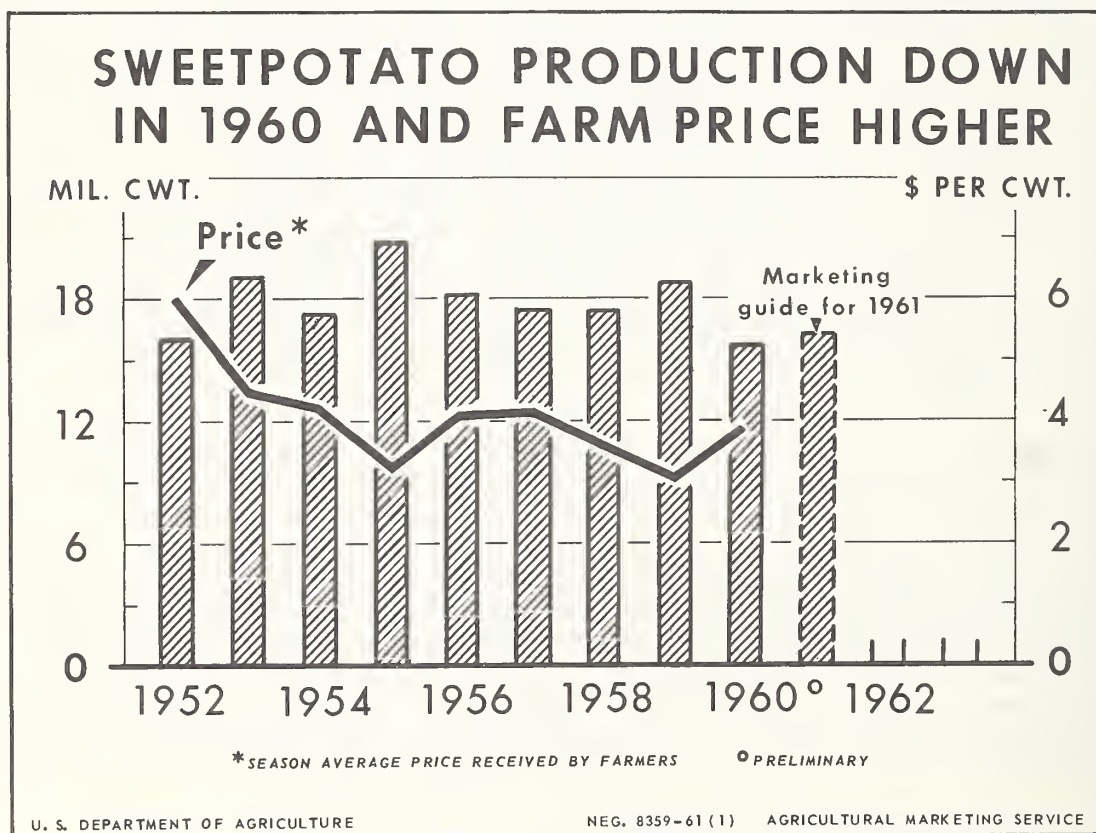
Comparisons and Comments: Influenced by low prices during the 1959-60 marketing season, growers cut back acreage sharply in 1960. Acreages were reduced in all states except Kansas, where plantings were up slightly, and Oklahoma, where plantings equaled 1959. Production in 1960 was 17 percent below 1959, and was the smallest crop since 1881. As a result of generally favorable growing conditions in some of the major states during August and September, the final estimate of production indicated a 6 percent improvement over early season estimates. Most of this increase was accounted for by improvement in yields in New Jersey, Virginia, the Carolinas, and Louisiana. The U. S. average yield per acre of 70.3 hundredweight was slightly higher than 1959 and established a new record high yield. The wet, cold weather which extended into the late spring caused the crop to be later than usual in a number of southeastern states.

In the Tri-State area (Maryland-New Jersey-Virginia), 1960 production slightly exceeded 1959 as a result of higher yields offsetting reduced acreage. Virginia production registered a new high. Average yields in Virginia and New Jersey were record high, while Maryland matched its record high. Light shipments began from the Eastern Shore of Virginia after mid-July, with volume movement after early August. Unload data indicated Virginia movement was much heavier than a year earlier. These increased marketings were achieved at the expense of low prices, however, with f.o.b. prices at their lowest level in several years. Unloads also reveal that Virginia has expanded its marketing area somewhat during the current season by heavier movement further south and west.

The Louisiana crop in 1960 was the smallest since 1940, and a fourth under 1959. The 68,000 acres planted in 1960 represents a cut of 21,000 acres from 1959. The canning outlet has become increasingly more important to Louisiana growers. In recent years, about 40 percent of total shipments have moved to canning outlets. For the 1960 crop through December 24, about 2,653 carlot equivalents moved to canners. Last season 3,107 carlots out of a total of 3,553 had moved by this date, indicating a considerable reduction in actual carlots is in prospect. In view of the greatly reduced size of this year's crop, however, it appears the relative importance of the canning outlet as a market may exceed recent years. Louisiana canners have gone to a syrup pack almost completely. The packing of small whole potatoes has increased in recent years, and it is estimated this style comprises almost half of the total pack in Louisiana.

Going into early winter, f.o.b. prices are at high levels in all areas except the Tri-States. Further seasonal increases are likely as the season progresses. Growers should be able to market at least a moderately larger crop in 1961.

1961 Guide: The 1961 guide is a planted acreage equal to 1960 in Virginia and 10 percent more than 1960 in all other states. Such an acreage, with normal abandonment and a 1957-60 average yield by states, will result in a production 4 percent more than 1960 but 9 percent less than the 1954-58 average.



**U. S. Department of Agriculture
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